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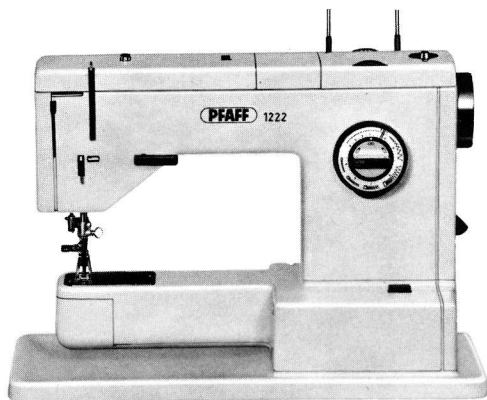
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JOURNAL

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EXECUTIVE DIRECTOR'S MESSAGE

One of the main reasons C.H.E.A. established the position of Executive Director was to provide more staff assistance to the officers, Board of Directors, committee chairpersons and through them, to *all* members.

Are you concerned about public policy and issues that affect us as home economists, as family members, as consumers, as citizens? Should we be speaking out on issues that affect us all? Shouldn't we as a profession be more visible as people who hold valid and worthwhile views on topics of concern?

Write — call — let me know and I will pass your comments on for action by the appropriate individual or committee in C.H.E.A. This is *your* association and I'm here to help wherever I can.

Let's pick up the momentum generated by the '76 Conference and Congress. Next year's conference in Winnipeg has a theme "Take Stock . . . Take Action." Let us accept the challenge implicit in that theme.

Nola Wade

Nola Wade





TAKE STOCK . . . TAKE ACTION

Canadian Home Economics Association Annual Conference

June 27-30 Winnipeg

(Tentative Program)

Monday

- Registration
- Exhibits Open
- Reception

TAKING STOCK

- (Concurrent Sessions)
- The Family and Financial Health — helping families cope with money.

TAKING ACTION

- (Concurrent Sessions)
- Lobbying Effectively
Once you've taken a stand, where do you go?

Tuesday

- TAKE STOCK . . .
TAKE ACTION
Keynote Address
Dr. Effie Ellis
Quality of Life Centre
Chicago
- Concurrent Sessions

- Food for a Small Planet
Is vegetarianism here to stay?
- The Prudent Diet — let's put nutrition information into perspective.

- Have You Ever Considered Self-Employment?
- Assertiveness — You Don't Have to Shout.
- Nutrition Moving Into the Community — a national look at what is happening.

Wednesday

- Annual Meeting
- Concurrent Sessions
- Annual Banquet

- Goodbye to Ticky-Tacky? What housing alternatives are available, how to promote realistic expectations.

- Using the Media to Make Your Point

Thursday

- Special Groups
Breakfast Meetings
- THE NEXT STEP
Doris Badir
President — C.H.E.A.

- Taking Stock (plenary session). How much protection do you want? Braham Norwick
Joseph Bancroft & Sons.

- The School System, Affect and Effect.
- Action on Professional Issues. (plenary session).

Preceding Conference 77, plan to attend the Faculty of Home Economics Institute, "THE HOME ECONOMIST AS A CHANGE AGENT", June 26-27. Prepare for action by learning how to change attitudes, a necessary component of taking action. For full program details, see the February issue of the C.H.E.A. NEWSLETTER.

FROM THE EDITOR'S DESK

This is the last edition of the Journal coming entirely from Toronto. The next one should be a joint effort. We would like to put in a small item to help our successors. —

The deadlines for the Journal are:

January Issue — November 15

April Issue — February 15

July Issue — April 15

October Issue — August 15

It does help if all items are in on time. Thank you!

Our very best wishes go to those who will "carry on" with the Journal. To work on the Journal is interesting and challenging, but very demanding. Especially so if you have a full time job. There seems to be one crisis after another — one cannot "get into a rut".

Our special thanks to all those who helped us during the years. Thank you for giving us the opportunity to work in this area, and we wish the very best to those who will be working on your Journal in the future.

ATTENTION C.H.E.A. MEMBERS

The C.H.E.A. Nominating Committee invites nominations for the following positions for the 1977-79 Board of Directors.

Director for Saskatchewan

Director for Manitoba

Director for Quebec

Director for New Brunswick

Director for Newfoundland

Chairperson for the Education Committee

Chairperson for the HEIB Section

Chairperson for the Membership Committee

Chairperson for the Textiles and Clothing

Please submit nominations signed by five members of C.H.E.A. and accompanied by a letter of acceptance from the nominee by March 1st, 1977, to:

Mrs. Stephanie L. Charron

Chairperson, C.H.E.A. Nominating Committee

221 Balliol Street

Apt. 1423

Toronto, Ontario

M4S 1C8

Note: The Committee is aware that some of the members presently holding these positions may be able to allow their names to stand for a further term.

AWARDS AVAILABLE FOR THE 1977 – 8 ACADEMIC YEAR

Administered by the Canadian Home Economics Association

1977

THE MARY A. CLARK MEMORIAL SCHOLARSHIP **\$2,000** **(C.H.E.A. Scholarship Fund Award)**

- for a graduate in home economics from a Canadian university who is a resident of Canada and who is planning to undertake, or who is at present engaged in, graduate study proceeding to a higher academic degree. The award will be based on scholarship, personal qualities, past and/or potential contribution to the profession of Home Economics, and financial considerations.

Application deadline, March 31, 1977

THE SILVER JUBILEE SCHOLARSHIP **\$1,000** **(C.H.E.A. Scholarship Fund Award)**

- for a graduate in home economics from a Canadian university who is a resident of Canada and who is planning to undertake, or who is at present engaged in, graduate study proceeding to a higher academic degree. The award will be based on scholarship, personal qualities, past and/or potential contribution to the profession of Home Economics, and financial considerations.

Application deadline, March 31, 1977

THE CARNATION COMPANY INCENTIVE AWARD (1977) **\$500** **(Presented by the Carnation Company Limited)**

- for a graduate in home economics (or in a closely allied discipline) from a Canadian university who is planning to undertake graduate study proceeding to a higher academic degree. Special consideration will be given to a student undertaking post graduate study in foods or in food science. The award will be made on the basis of academic achievement, personal qualities, financial need and an intended career in the food industry.

Application deadline, March 31, 1977

Application forms available from:

E. Margaret Pope, Chairman,
Awards Selection Committee,
Canadian Home Economics Association,
151 Slater Street, Suite 203,
Ottawa, Ontario.
K1P 5H3

APPLICATIONS MUST BE RECEIVED BY MARCH 31, 1977

RESOLUTIONS BEING ACCEPTED

The Ad Hoc Committee on Resolutions is accepting resolutions suggesting action by the Association on relevant social issues. The impact of C.H.E.A. on society is partially measured by the action we take collectively through the resolution process.

Last year, Anne Kernalequen, as Chairman of the Committee set out criteria for judging social issues.

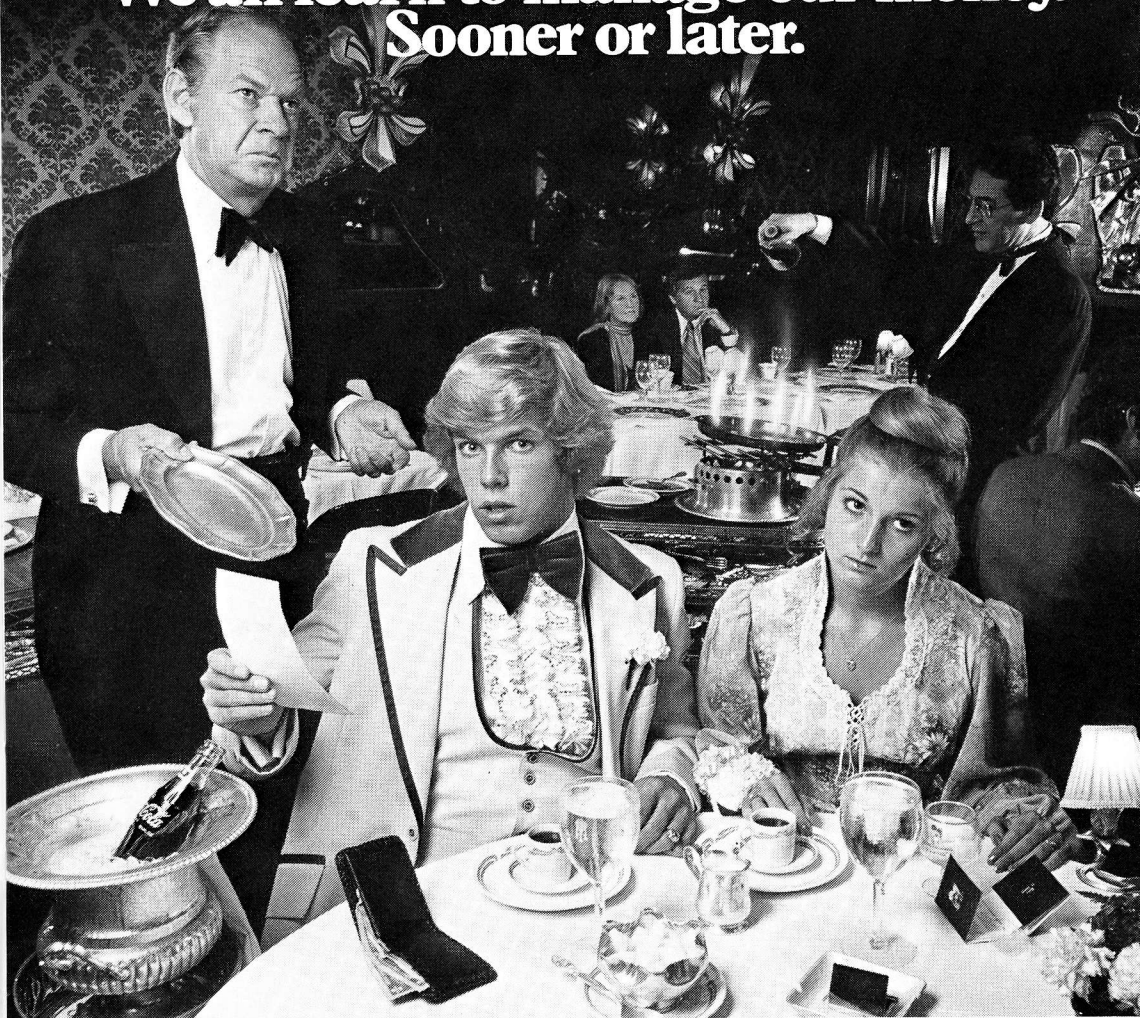
- "1. We need a perspicuous sense of where and how our expertise and professional status can make a serious difference.
2. We need to evaluate problems of society according to their urgency as well as their susceptibility to efforts by Home Economists. This will avoid us being busy today getting ready to solve tomorrow the problems of yesterday.
3. We need systematically organized ways of converting the knowledge we may have about social issues into publicly meaningful action."

These criteria are still relevant to the Association today as any individual member or groups of members of C.H.E.A. prepare and submit resolutions through any provincial or local C.H.E.A. Association to the Chairperson of the Resolutions Committee. Resolutions are to be submitted with supportive documentation by March 18, 1977.

These will then be reviewed by the Committee and reviewers who are knowledgeable in the area of the resolutions. Parts of the resolutions accepted by the Committee will be distributed to members in the reports of special committees. The Resolutions Committee will present the resolutions to the Board and to the Annual Meeting where the accepted parliamentary procedures of the Association will be followed in handling the proposed resolutions. Further detail has been sent to Provincial Directors and Provincial and Local Associations. Please submit your concerns for Association ACTION!

*Nancy C. Hook, Ph.D.,
Chairperson, Ad Hoc Committee on Resolutions
Faculty of Home Economics
University of Manitoba
Winnipeg, Manitoba
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If you missed your free can of PAM, there is a coupon offer in previous issues of the Canadian Home Economics Journal. For more information of professional interest, please write: Home Economists, Boyle-Midway Canada Ltd., 2 Wickman Road, Toronto, Ontario M8Z 5M5.

FUTURE DIRECTIONS FOR CLOTHING AND TEXTILES

Dr. Anne Kernaleguen

Presented at the 1976 C.H.E.A. Conference

This morning I have been asked to elaborate on the question "What can clothing and textiles do today to better prepare individuals and families for tomorrow in light of economic and social problems of our times?" After giving the question much thought I have identified the areas to which I feel we need to give special attention if we are to be viable in tomorrow's world. These are the following:

1. We need to know much more about economic aspects of clothing.
2. We need to recognize the clothing needs of groups such as the handicapped and the aged. In this regard we must be trained and willing to assume a role on rehabilitative teams.
3. We must recognize the communicative aspects of dress.
4. Psychological implications of clothing remain obscure. In this regard we must study all aspects of comfort in clothing; the implications of having clothing as an extension of self; and the relationship of clothing values to behavioral characteristics of consumers.

For the past several decades we have been living in the midst of a throw away society in which things are used for a brief period of time and then thrown away. Planned obsolescence has become an integral part of almost all production of goods. The idea has been generated that new is better and old is backward. Change has been accelerated at an ever increasing rate, especially in fashion and products created for short term use are becoming more numerous.

Fashion discard is one of the greatest economic wastes in our society. Affluence and rapid transmission of each season's new styles and colors have served to condition many consumers to throw away or push to the back of the closet or drawer any item of apparel which is not fashion perfect. Clothing is rarely worn to maximum use but is eliminated from the wardrobe as newer styles appear. The resulting situation calls for a redefinition of values for both males and females.

A critical need for research in clothing economics has been created by shortages of energy and raw materials plus inflated clothing prices. How do families and individuals cope to secure clothing under strained economic

conditions must be studied. Areas of needed investigation include: (1) Alternative sources of clothing, such as used clothing or home sewing, (2) The length of time clothing is worn in comparison to cost, (3) The current portion of income spent on clothing, and (4) Clothing expenditure patterns of people of different income levels.

Consumers, educators and industry are all faced with problem solving and decision making in various aspects of clothing economics, but lack the information for factual answers. There are no consumer guidelines based on empirical data to index satisfaction received per dollar spent for individuals and families. Little research literature is available on satisfaction with used clothing. Attitude toward used clothing has received minimal attention.

The need to assist consumers to achieve full utilization of clothing and textiles was noted by Britton in her Spring 1974 Outlook on clothing and textiles. Britton warns that clothing purchases must be carefully planned to supplement wardrobes; we will need to "use more of our own time and energy, acquire more knowledge and skills..." in order to save both money and resources of the Nation.

Home economists will be increasingly requested to supply clothing budgets, estimates of clothing cost per wearing and clothing behaviour facts related to cost.

A review of the clothing research relating to economics, shows the work concentrated on buying practices, some work on sources and consumption patterns of clothing, but limited work in the other areas of critical consumer need. Recently published textbooks on all aspects of family clothing economics are now available.

How are home economists reacting? Are they providing for economic, social and psychological value-based decisions? Are attempts being made to educate males as well as females in the processes necessary to achieving satisfaction from clothing decisions? What efforts have been made to determine male clothing values? These and other related questions are but a few to which answers are needed.

The need to examine and include male clothing values in courses seems particularly urgent. Little is known about male clothing behavior, yet for the past decade there has been more interest in fashions for men than over the preceding one hundred years. Males have been involved in and enjoying a peacock revolution. In spite of the resurgence of male interest in fashion, male enrollment in clothing or textile courses has remained low. Few men manifest sufficient interest in the forces of fashion and fashion change to enroll in formal classes, perhaps due to the female stereotype of home economics. This strongly implies a need at all levels for home economists to examine course content and materials for sex stereotyping in order to free the development of roles for careers and life in general from locked-in tradition.

Today, fashion is a part of the normative order of our society and as such it becomes a way of life for both men and women. Male clothing behavior can be equated with generally observed female behavior since a recent regional study indicates that males discard or leave hanging in the closet many items which they believe have lost their fashion value but have not exhausted their wear-life.

A study of the clothing behavioral values of business men was undertaken in Nevada, Texas, and Utah. Primary questions posed were: (1) if you could talk with a clothing manufacturer, what would you tell him causes your greatest dissatisfaction with clothing; (2) what items of business clothing have you discarded in the past year; and (3) what items of business clothing are hanging in your closet that you have not worn in the past year? The responses were recorded as nearly verbatim as possible and then categorized.

Fashion interest and loss were obvious in the reasons given for discard and disuse of items. It was learned that these men were discarding or letting hang unworn in closets, suits and sport coats that they judged to be out of style, boring, not suitable, owned in excess of need, or had been replaced by new items. Physically these garments were not worn out but realistically they had become unwearable. It was shirts and pants which were more apt to have fulfilled their useful life prior to discard. Suits and sport coats were the items most often left hanging and unused. Similar studies conducted with both men and women in Alberta subsequently yielded very comparable results. Since research showed a high percentage of clothing being discarded because of being worn out, education can focus on better choices in fabric and construction, and the proper care of a garment. Education should also stress style, fit and psychological considerations when selecting clothing since these also were reasons mentioned for discarding garments and for not wearing those retained. Obviously better buymanship should encompass not only the physical attributes of garments but should also consider man as a social being with needs, wants, attitudes, values, style of life, interest, etc., many of which he shares with his fellow men, others which are unique to him. Good buymanship, therefore, should be geared to a better understanding of both the wearer and that which is being worn. Looking at one without the other gives a very distorted view of consumerism.

Not only do consumers who buy and use men's clothing need to re-examine their clothing values, but the people who buy and sell men's clothing need to recognize that durability is no longer a primary requirement. Money is being spent needlessly to buy quality fabrics which far outlast the fashion life of garments.

Consumer protection in the market place could be strengthened by informing consumers on how marketing strategy influences consumer behavior. Even greater consumer protection could be provided if manufacturers and retailers would build reputations for quality by establishing standards for fashion life. Sales are built on satisfaction received for the dollar spent. Greater consumer satisfaction and protection could be achieved if customers could purchase garments identifying not only the expected wear life based on durability, but also the fashion wear life. In other words, a consumer should be able to budget or plan his clothing and refurbishing expenses not only through label information giving amount of residual shrinkage and care methods. In addition he should find a statement such as: the fashion life of this garment is guaranteed for two years.

It also appears that estimation of "cost per wearing" for various articles of clothing presents a potential teaching aid in the field of consumer

education. Awareness of the relative monetary utility of clothing could stimulate wiser sartorial purchases and more effective allotment of funds within the clothing budget.

Investigation of clothing behavior, especially reasons for discarding or not wearing as well as a comparative analysis of the average Cost per Wearing of garments are topics worthy of research in the interest of relieving one facet of national economic strain.

A study by Forest in 1976 revealed that twice as many females shop alone as males. This substantiates earlier findings that male clothing purchases are predominantly female or joint decisions while female clothing purchases are predominantly female. Does this situation exist by choice or is it a necessity on behalf of males? Do we transmit to males the necessary tools for good buymanship of clothing?

As changes in our social and economic structure occur, related course content must be evaluated and updated. In observation of value changes, it has been noted that American consumers have come to value fashion much more than durability in wearing apparel. Horn noted values that were highly appropriate half a century ago cannot survive when other situational factors have changed. We can look back over time, see the gradual evolution of change in our value system, and wonder how long our present values will remain important. But if we know where we are, and where we have been, we can see the future more clearly.

A study completed in 1951 by the United States Department of Agriculture reported that men wanted their suits to make them look stylish and well-groomed, and improve their physical appearance. In agreement with this was a presentation made by the former President of the National Association of Retail Clothiers and Furnishers, when he discussed the increased recognition by men of the social importance of clothing.

A few years later, Packard accused the men's apparel industry of deliberate efforts to create style obsolescence in men's clothing for the purpose of increasing business. That is essentially what the fashion business is all about.

By 1970 the influence of fashion awareness on the menswear industry was cited as an important business factor. *U.S. Industrial Outlook* analyzed the trend as having occurred during the decade of the 60's and credited the change to the obsolescence of traditional stocks. The extended use of fashion to informal wear was deemed a major cause for change.

In 1974, *USA Textiles/Apparel Newsletter* noted that menswear style changes were influencing sales to a greater extent than were style changes in womenswear. Thus, the need for recognition and consideration of men's clothing values is established.

Value changes need to be recognized in relation to male attire as well as female and accommodated in course content. Elaborate male clothing has been evident in various periods of history. Over the past decades since World War II the use of color and more rapid style changes have become increasingly evident in men's clothing.

Changing societal roles, dwindling supplies of natural resources, energy problems and pollution control, make it imperative that male clothing needs and values be considered and incorporated in modern studies of clothing. The challenge for changing course content in response to changing needs must be met.

The term "democratization of clothing" is used in describing America today. Basically it means that in our society there is abundant clothing at moderate price for all classes of citizens and this clothing has the style and character essential for the self respect of a free democratic people.

In the last century, advances in textile technology, the invention and improvements in machines for sewing, cutting and pressing, and immigration combined to make mass production of clothing a unique American success story.

Mass production meant middle quality clothing for the majority of the people, and so it was that average Americans became the best dressed average people in the world.

The Clothing Revolution, was a double revolution. It was a revolution in the making of clothing (from the home-made and the custom-made to the ready-made or factory-made). And it was a revolution in the wearing of clothing (from the clothing of class display by which a man wore his social class and his occupation on his sleeve, to the clothing of democracy by which, more than ever before in a modern community, men dressed alike).

While it cannot be argued that in America today clothing blurs social class and ethnic distinctions, nothing or very little has been done to blur the lines between the able bodied and the disabled. It is virtually impossible for the handicapped in our society to find appropriate clothing which offers comfort, fashion and aesthetic appeal. Yet this should be the privilege of everyone in a society that claims to have democratization of clothing.

Nearly a decade ago, Warning stated that we needed to have greater knowledge of the clothing needs and practices of groups of people such as the handicapped, the elderly, and people living in institutions. She noted that the task of gaining such knowledge would require team work and multidisciplinary efforts.

A search of recent literature revealed that a number of small scale studies have helped solve some of the problems related to clothing comfort and special needs of selected individuals. The research, however, has been sporadic and lacked the depth of breadth deemed necessary to benefit the many large groups of people for which there may be special needs.

Prior to 1960, the handicapped homemaker was a major subject of concern. Studies of individuals led to many helpful suggestions for functional clothing to fit special needs of this group. Since that time, emphasis has shifted to children with specific handicaps. In most of the studies, comfort in wearing or dressing activities was considered a major factor in designs for these individuals. A variety of studies have recognized the problems of self dressing that are encountered by others such as the mentally handicapped; individuals with spinal cord injury, with cerebral palsy, with braces and crutches; mastectomized and arthritic women.

Aging is a natural process which affects each and everyone of us. Among the basic needs of the elderly is the need for adequate clothing. According to Hartman, clothing is a "persistent center of interest in everyone's life" and though it varies in intensity and manner of expression, it is a fundamental life interest.

The aged are not a homogeneous group. Although they have many of the same needs as other segments of the population they also have some special needs of their own. "They need clothes that are attractive and at the same time provide comfort, mobility and ease of body movement."

Research reported by home economists and marketing specialists shows that just finding clothing in a suitable design, color, and weight can be a problem for the aged. This is especially true for older women; for although the problems they encounter in providing themselves with suitable clothing are very similar to the problems encountered by middle-aged women, they also have some aged-related problems of their own namely: (a) the economic problem (or ability to pay), (b) the suitability in terms of design, color, and fabric, (c) the fitting standards.

The lack of local expertise to aid the disabled and aged in their communities with clothing related problems is a reality. Insight in terms of how home economists could provide clothing services in their communities needs to be examined through personal contact and inquiries from the physically disabled individuals. Clothing and Textiles specialists need to provide rehabilitative teams with the necessary expertise in design, pattern and clothing construction. Health related professionals such as vocational rehabilitation counselors and public health nurses do not have the expertise or competencies and breadth of knowledge of the field of textiles to assist these clients. We in clothing and textiles can no longer sit back and only fit the standard youthful female figure; we need to be of service to men and women who because of handicaps deviate in shape and size. The home economist who has mastered a clear understanding of clothing construction and design can assume this very important role. But it takes more than beginning sewing to achieve this! And it takes initiative, imagination and an eye for design to do the job as it needs to be done to provide the handicapped individual with clothing that is functional and appealing.

The fact that people with certain handicaps require clothing that is fashionable, appealing and comfortable, as well as accommodating their disability has too long been ignored. Although it is likely due to chance rather than intention that many current fashions are suitable or adaptable for people with special needs, it does illustrate the important point that many disabilities need not relegate a person to a life of unfashionable and ill-fitting clothing. Most of all clothing should be such that it conceals these disabilities. Not until we have achieved this can we pretend to have true democratization of clothing.

An area which is worth studying and exploring is that of communication through dress. Recent research findings indicate that physical appearance plays a very important role in first impression. Horn drew an analogy between dress and language and stated that if we refuse to acknowledge the kinds of messages conveyed through dress, we are overlooking one of the most useful tools we have at our disposal. Some people

regard dress as "a trivial matter at best" and that the symbolic use of dress is a "cop out" from learning how to express one's self verbally. Like international road signs, however, dress is a far more universal means of communication than language itself — any language. Language presents the greater element of choice. We can choose to speak or to remain silent. When we are dealing with the symbolic language of dress, we have no such choice. Whether we are in New York, London, Paris, Teheran, or Tokyo, we are transmitting messages constantly, whether we want to or not.

Many people will say they don't notice how people dress, or that they shouldn't judge others by appearances. However, what we think we ought to do, or not do, isn't often consistent with what we do do. Molloy finds that many employers say they don't pay attention to clothing, yet they consistently hire the applicants with the appropriate dress.

Clothing cues are more often perceived than missed, and we usually communicate more things than we realize or intend to reveal about ourselves. Sometimes the recipient gets the message more accurately than we think. In any case, once the visual message is received, the information that it contains is normally sifted and classified.

So called "clothing engineers" such as Molloy will open our eyes to the tremendous tool we have at our disposal. We need to become more realistic and less defensive about the communicative aspects of dress and appearance.

Through research we have gained some understanding of how dress mirrors societal conditions and is closely related to the spirit of the times. The area of psychological implications of dress still remains vague and more research and study needs to be undertaken to attempt to get a clearer picture of the relationship between clothing and personality.

In recent years, general and clothing values have been the subject of investigation. Witter explored clothing values as a viable avenue to predict the consumer's advertising preferences and eventually the entities which prompt purchases. She found that subjects higher on the socio-economic status ranked aesthetics and social leadership higher than those low on socio-economic status. Forest, also studying values found that most of the consumers who would ignore a sale had economic as their highest Clothing Value. For the consumer who would make a point of going to the sale, the high clothing value was Psychological Comfort and the next was Social Acceptance. Possibly, the economic consumer avoids the sale as a way of saving money. The consumer who values the psychological comfort of clothing or the social acceptance aspect of clothing is, however, influenced by the advertisement and goes where the crowds are.

We need to know much more about clothing values in relation to general values in order to adequately understand consumer behavior in the area of clothing.

One other area which virtually remains unexplored is clothing as extensions of self. Man lives in two worlds; the physical environment and the social environment. The first provides him with the essential elements to sustain biological life while the latter supplies the stimulus to develop and maintain a sense of self identity. Clothing, as an extension of the skin, can be seen both as a heat control mechanism and as a means of defining the

self socially. Clothing therefore becomes a physical artifact that functions to sustain man, his two worlds by providing physical protection and aiding in the development, maintenance and enhancement of the self.

Clothing has symbolic meaning. It not only expresses to the perceiver, the identity of the wearer but its selection reflects the attitudes and values of significant others. Thus clothing not only assists in interpersonal communication by informing others of aspects of the self but may be regarded as an integral part of the self.

A review of the literature in the field soon reveals that very little has been written on extensions of self and still less has been done by way of empirical research on the topic. It is a common assumption, however, that all individuals have extensions of self. It is further assumed that clothing, because it is constantly worn, is an extension of self. This is not backed by research. Furthermore, studies on clothing consumption patterns reveal a great variation in the kind and amount of clothing purchased by various individuals. Contrary to other consumer goods, it is difficult to develop minimal clothing standards while minimal nutrition standards are possible. Can one understand the consumer without knowing the implications of extensions of self to the individual in the market place? Does an illogical amount of money spent on a particular item suggest that it is an extension of self for that individual? Do we apply the same value system to extensions of self as to other items? Answers to these questions need to be found before we can pretend to understand consumer behavior in general and specifically in the area of clothing.

A review of literature on comfort in clothing has revealed a need for further investigation in: (1) thermal comfort obtained from textiles such as those for apparel and household use; (2) physiokinetic comfort derived from the extensibility of fabrics and from apparel design; and comfort provided by certain tactile sensations.

The recent and continuing energy crisis points to the need to determine the role that current textile fibers and fabrics play in providing thermal comfort. Lowering indoor temperatures in the winter and elevating them in the summer indicates possible changes in apparel and household textile selection in order to maintain thermal comfort.

The widespread use of knit textiles for all types of wearing apparel is adequate reason to investigate the role of knit fabrics in thermal comfort and in physiokinetic comfort. Since there is a trend toward using woven fabrics in preference to knits, the comparison of physical comfort experienced in wearing garments made of each needs to be investigated. Comfort in the use of stretch fabrics and that of bias cuts may be compared also to knit fabrics. The problems of hand and wearing comfort associated with certain fibers and finishes need to be investigated.

The comfort component of wearing apparel poses many questions. In addition to investigating it in terms of thermal, physiokinetic and tactile comfort it would be highly desirable to carry out research to investigate individual differences in how people experience certain garments. The likelihood of relationships between feelings of comfort, personality and values is highly probable.

Here's how Standard Brands new "Let's Bake Together" program can help you "go metric".

As part of its contribution to Canada's move to the Metric System, Standard Brands announces a new, comprehensive Metric Educational Program that encompasses the latest in baking technology and techniques; plus effective teaching aids to help you with metrics in the classroom. The

"Let's Bake Together" Metric Program has been researched and developed by a "Special Metric Educational Task Force" co-ordinated by Metric Media Inc. Its metric content has been approved by the Federal Metric Commission. Here's what the "Let's Bake Together" Metric Kit offers:

A 56 cm x 86 cm Classroom Wall Chart:
Back: Metric Information
Front: Yeast Information

Metric Baking Manual:
A 32 page, full colour Teacher/Student manual including Metric Recipes, product histories and suggested activities.

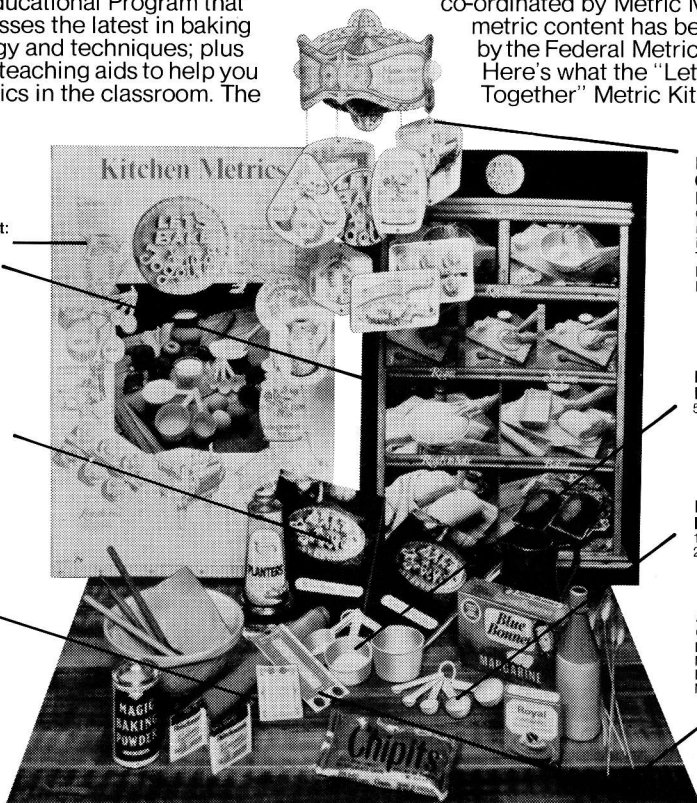
Metric Oven Decal

Metric Classroom Mobile:
Covers all four areas of metric for high visibility in the classroom—
Temperature ($^{\circ}\text{C}$),
Mass (kg), Volume (L),
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Metric Dry Measures:
50 ml, 125 ml, 250 ml.

Metric Small Measures:
1 ml, 2 ml, 5 ml, 15 ml, 25 ml.

A Metric Cost Comparator:
Front: Metric Mass Measurements
Back: Metric Volume Measurements



The "Let's Bake Together" Metric Baking Aids Kit or any of its individual components may be obtained by submitting labels from sponsoring products and/or cash. In addition, Standard Brands presents the "Nutrition and You" program. Material content includes:

- ☐ A "Nutrition and You" Classroom Wall Chart
- ☐ A Family Fitness Booklet

For more information, please write:
Ms. Winnie Fafard
Special Co-ordinator
"Let's Bake Together" Metric Program
Standard Brands Food Company
550 Sherbrooke Street West
Montreal, P.Q.
H3A 1B9

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THE CONSUMERS' ASSOCIATION OF CANADA— ONTARIO SECTION

29th Annual Meeting

"The Consumer As Conserver"

Panel Discussion: *"What Does The Future Hold For The Consumer In A Conserver Society?"*

Ruth Fremes: Panelist

"Media's Role In Influencing The Public Towards Wiser Food Consumption."

What does the future hold for the consumer in a conserver society and what role, if any, does media have in influencing the public to wiser food consumption?

Eventually every consumer will be forced to conserve if only to survive. Conserving food will be essential. If we begin now to learn about food utilization, we would undoubtedly help prevent catastrophe in the developing nations. If we wait until it is too late, we will have no alternative. We will be forced to conserve... we in the developed nations... in order to survive ourselves.

Without doubt, every consumer will be forced to learn the simple art of thrift and conservation.

Our grandparents knew all about thrift. They got their kicks from pinching pennies and doing it better than their neighbours. They knew about adding more vegetables and rice to meat dishes to make them go further, how to save and serve every possible foodstuff for use later on and how to have less garbage and how to use what garbage there was.

Our children will need to re-learn these tricks. But the basic materials they'll work with will be different. Ours is a very different food supply and very different life style. While we must relearn old ways of conservation we will still need convenience foods and foods that can be cooked quickly — woman in the offices and factories dictate that... but to combine convenience and conservation, we must come up with a whole new approach to food and nutrition education.

We must begin right now.

What is the role of the media in this new education system? . . . I think the role of media is actually very small, if it exists at all. The main function of the media — of the radio, television, newspaper and magazines — is not to educate. All the different forms of the media bring us news. They entertain us, and they provide us with information. But they don't educate. They're not consistent or controlled enough to educate. They can persuade — as advertising has amply shown us. But education — especially food and nutrition education — must go a lot deeper than choosing a particular brand of orange juice because of the work of advertisers in the media.

Perhaps we can control media more — make it educational. But media must make a profit for its owners and shareholders. We are not free to tamper with the media, in most cases, and, in most cases, if we could, we would probably lose money at it.

Media has changed. When I was young, much of what we learned came from the radio. Even today, we do learn things occasionally through the media. There are certain reporters who make full use of the potential of the media, and force us to learn. They deserve praise.

And that . . . is where it's at.

Why then the title — "Media's role is influencing the public towards wiser food consumption?" Someone believes that media has an educational function.

And why do you think?

Could it be that traditional educators have let us down? Could it be that we look to media because no one else is doing it?

My answer to those questions is a resounding "Yes".

Others should be doing it. Industry, for example.

Industry develops new food products and employs new techniques and strategies to sell them without a thought to their nutritional consequences. For example, with the exception of a very few food companies, food executives are currently spending time and money to develop methods to discredit the critics of the use of the red colouring (red #2) in foods.

Why? If the name of the game is credibility and you want consumer confidence, why not consult a few consumers? Why not follow the example set by our friends in the advertising business?

In 1972, when the threat of legislation seemed to be imminent, the Canadian Advertising Advisory Board took a long hard look at self regulation. The Advertising Standards Council, with representatives from all sectors, including the public sector, was established . . . essentially to clean up the shop . . . before someone else did it for them.

It worked. Members of the Consumers' Association will attest to that.

Why doesn't the food industry sit down with consumers over issues like red #2 and look into the problems . . . medical, practical, political and economical . . . and define a policy that has the backing of all? Instead of legislation and suspicion, why not co-operation? And then — education.

And where are the professionals? Professional nutritionists come in for their share of blame too.

Just who — for example — is a nutritionist?

By the look of it, anyone who wants to call himself a nutritionist has the right — even I.

I'm not a nutritionist. I'm a home economist. Yet I'm constantly having to correct interviewers on this. Nutritionist is a popular term. It is also one that anyone can use.

You have seen, I'm sure, advertisements for \$25 forums which feature "nutritionists" who are completely unqualified. Consumers buy these nutritionists's books, quote their jargon and in the absence of better information, buy the foods they recommend.

It is not easy to become a qualified nutritionist and those few in the field who have the training are already overworked.

There are resource people in universities, however who can and should act to inform consumers whenever the need arises.

And the schools, where are the nutrition education courses for our kids? We need more of them and we need the backing of the school boards to not only preach nutrition but practise it. The teachers need the boards behind them.

It's an old chestnut, I know, but the junk foods in schools and vending machines in cafeterias are an affront to every concerned consumer and parent. If we talk about the need to educate the public about wiser food choices, why turn to media . . . why not concentrate on where education is to begin . . . in the schools.

And the government. There are some who will say — STOP. We spend enough tax dollars, let's not spend them on nutrition education. But we already are. And in my opinion . . . these dollars are being misspent in some cases. Look at the proposed new Canada's Food Guide? We already have a good food guide. It is Canadian and it is good. It divides foods into 5 groups. Milk and milk products, meat, fish, beans and lentils, cereals and cereal products, vegetables and fruit. Elsewhere, foods are divided into four groups, lumping fruits and vegetables together.

But here, in Canada we don't have a good supply of vegetables year round. In the U.S. they do. If we put fruits and vegetables together, likely that we will choose fruits and forget the vegetables, we cannot afford to do this. The Nutrition Canada report plainly said so. Canadians are deficient in folic acid, a vitamin found in foliage (vegetables). If Canadians make the mistake of grouping fruits and vegetables together . . . of not stipulating vegetables as a group that must be eaten every day, we lose the one opportunity of assuring us a good source of folic acid each day.

And yet, the proposed Canada Food Guide is doing just that. And that has traditionally been a food education tool of government . . . the same government, by the way, which commissioned the study "Nutrition Canada".

So before media, I would say that government, industry, educators and professional nutritionists need to work on educating etc.

But back to the basic need for conservation of food. It's my understanding that we in the developed nations can, if conservation begins now, prevent our world from eating itself to death. It is my understanding that we are not on an irreversible path of destruction but on one that can be shifted — by learning conservation.

We are inefficient users of our agricultural technology. We eat a great deal of meat, more than we need, and that meat is inefficient, to say the least. The average steer is able to reduce 20 pounds of protein in feed to one pound of protein in steak or roast. The other 19 pounds is used by the animal or excreted. The U.S. Department of Agriculture has estimated that the manure from American livestock contains as much protein as their entire soybean crop.

We needn't feed the animals as well as we do, either. They would be as well fed with foods sources which human cannot eat. Isn't it something when we feed our animals milk products, fish meal and wheat germ?

It would be ideal, wouldn't it if each of us could effect a change by changing our own habits.

We can help, of course but what is needed is a sensible approach to the long term problems and to begin to implement them now.

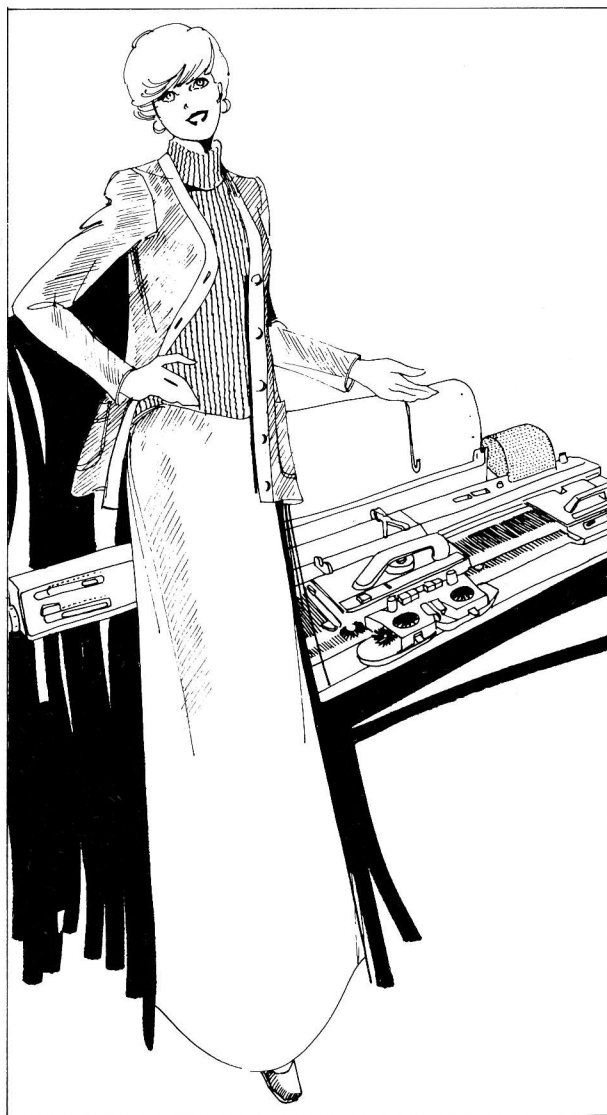
We need a policy for our food in Canada . . . for every aspect of it from production to nutrition education . . . before we can practise effective conservation. We need a national food policy. One which is developed by industry, by government, by educators, by nutritionists and then . . . then . . . we need media.

Give media the message . . . along with all the others . . . and they will help. But we do not have a food policy. We do not have a planned education policy. We *do* have the media. While I still strongly believe that media does not educate, it can agitate, and ask the questions. Media can make people wonder. It makes us think. Check the editorial pages.

If media has a role in this process of a better education system for nutrition in Canada, it is that media can communicate to the public — let people know just how badly the changes are needed. As long as there are new products and new food technology and inadequate information about them; as long as government "lets George do it"; as long as boards of education allow junk food in the schools and take no responsibility for the nutrition education of children; as long as bona fide nutritionists hide in academia; as long as there is imminent food wastage and starvation in the world, it's up to the media to report on it and bring it all out for public view and for public criticism.

It's the way to get action. It's a big job. But, from where I sit, media is willing and able to do the job.

Yes, I do feel pleased with myself! I just made this outfit on my Brother knitting machine and saved about \$70!



This outfit would have cost at least \$100 in a store. I made it just for the price of the yarn — about \$30! You can do the same. When you use a Brother you don't have to sew, but it helps.

And you can give full play to your creative imagination with designs just for you — dresses, jackets, vests. Besides saving money, you get that warm, satisfied feeling of making something yourself — and that's a good feeling!

Ask about a Brother knitting machine — at the dealer nearest you.

brother

Contact: Nan Lynch
33 Harbour Square
Suite 1403
Toronto, Ontario
(416)366-5918

UNIVERSITE DE MONCTON

Poste: Directeur (ou Directrice) de l'Ecole des sciences domestiques

Situation: L'Ecole des sciences domestiques compte plus de cent étudiants à plein temps et elle offre des cours d'Education permanente. Son enseignement du niveau 1^{er} cycle porte sur les trois orientations suivantes: générale, enseignement des sciences familiales et diététique. L'Ecole offre aussi un programme de maîtrise, avec des concentrations en organisation et vie familiale, alimentation et nutrition, textiles et vêtements. Les professeurs sont très actifs en recherche, surtout dans le domaine de la nutrition.

Fonction: Sous l'autorité du Vice-recteur à l'enseignement, le Directeur est responsable du fonctionnement de l'Ecole.

Président du Conseil de l'Ecole, il dirige le personnel enseignant, recommande les promotions, veille à l'établissement des priorités en tenant compte des implications budgétaires, etc. Il lui incombe d'analyser les besoins de l'Ecole, de travailler au maintien des standards académiques, de coordonner les activités d'enseignement et de recherche.

Le Directeur représente l'Ecole au Conseil académique et au Sénat académique.

Qualifications: Les candidats doivent être détenteurs d'un Ph.D. (ou l'équivalent) en sciences domestiques ou dans une discipline connexe. De préférence, ils devraient aussi faire preuve d'expérience dans l'enseignement universitaire, d'intérêt pour le travail de recherche et, si possible, d'une certaine expérience administrative.

Traitement: Le rang professoral et le traitement seront déterminés en fonction des qualifications et de l'expérience.

Date d'entrée

En Fonction: Le 1^{er} juillet 1977

Application: Les candidats doivent faire parvenir un curriculum vitae détaillé et un dossier professionnel complet avant le 30 janvier 1977 au:

Vice-recteur à l'enseignement
Université de Moncton
Moncton, Nouveau-Brunswick
E1A 3E9

INTERNATIONAL FEDERATION FOR HOME ECONOMICS

Individual Membership Application Form

NAME

NOM

(Please Print)

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ADRESSE

CITY, PROVINCE

POSTAL

VILLE, PROVINCE.....CODE.....

Arrangements have been made for our National Office to accept individual memberships in the International Home Economics Association provided the application is accompanied by a cheque or money order payable to:

**Canadian Home Economics Association,
203 Burnside Building,
151 Slater Street,
Ottawa, Ontario. K1P 5H3**

Yearly fees are \$7.00 and year is from January 1st to December 31st. Applications will not be accepted after March 15th, 1977 for the current year.

by Kay Spicer

SMOKE ALARM

A dual chamber ionization smoke alarm, designed to detect visible and invisible particles of combustion in residences, has been introduced by Canadian General Electric. The dual chamber ionization system is generally recognized by safety experts as one of the most efficient types of smoke alarms for use in residences, according to Bill Kushlick, Product Manager, Smoke Alarms, Canadian General Electric Housewares Department.

The CGE product is being sold under the HOME SENTRY^T name and is available throughout Canada from leading retail stores.

Here's how the CGE HOME SENTRY^T operates: The dual chamber ionization system has a chamber to monitor the air in the area of the home where it is placed. A second chamber — called the reference chamber — is used to compare the air with that in the first section. When a distinct difference occurs, an alarm sounds.

The HOME SENTRY^T has a loud 85 decibel warning alarm — a piercing sound similar to a siren on a fire engine.

The CGE unit is powered by a Mallory Duracell^R battery, which has a life expectancy of approximately one year.

When the battery begins to run down an audible warning signal in the HOME SENTRY^T unit sounds for a full 30 days to make home dwellers aware that it must be replaced. In addition, if the battery is taken out, a large warning flag pops out of the unit to remind the resident to replace it.

One of the major benefits of a battery powered smoke alarm in the home is that, in the event of a power failure, the unit will continue to operate.

The HOME SENTRY^T smoke alarm is listed with Underwriters Laboratory of Canada. The CGE unit has a suggested retail price of \$46.98 with battery or \$39.98 without the battery.

For further information contact Bill Kushlick, Canadian General Electric Co. Ltd., P.O. Box 5000, Barrie, Ontario. L4M 4U7

NEW GENERATION OF SELF-CLEAN OVENS USES LESS ENERGY, PROVIDES MORE FLEXIBILITY

Canadian General Electric has announced the development of a "new generation" of self-cleaning ranges, designed to reduce energy consumption by as much as 40 percent, clean faster and provide the consumer with increased flexibility.

The Canadian engineered CGE RAPID CLEAN system substantially reduces by one third the amount of time it takes to thoroughly clean an oven automatically.

In terms of flexibility, the CGE RAPID CLEAN system is designed to provide maximum cleanability for consumers living in areas of the country where wide variations occur in the level of voltage supplied to residences.

Some self-cleaning ranges on the market have a fixed-time-design (two

or three hours) for the automatic cleaning cycle. If voltage fluctuation occurs, the result is that the oven does not get a thorough cleaning.

"The development of the RAPID CLEAN system, by our engineers in Montreal, is probably the most significant improvement in home appliance design since the General Electric company first introduced the self-cleaning system in the 1960's," according to Brian Blacklock, Manager-Marketing, Canadian General Electric Major Appliance Department.

In terms of energy consumption, even prior to the development of CGE's RAPID CLEAN system, self-cleaning ranges have generally used less electricity than conventional manual cleaning products. The prime reason for this is that because of the high level of heat required to burn away soil in a self-cleaning oven more insulation has been used.

"To give you an idea of the general energy efficiency of a self-cleaning oven, consider the fact that, based upon 400 hours of baking annually, a self-cleaning unit uses about 250 Kilowatt hours (Kwh) of electricity compared to 350 Kwh for a conventional electric oven," according to Arnold Stoller, Group Product Manager, Kitchen Appliances, CGE.

Mr. Stoller also pointed out that when one considers the cost of cleaning materials — oven cleaners, cloths, brushes, etc., plus the time involved in cleaning a conventional oven by hand, the self-clean system becomes one of the best major appliance values on the market.

"Some consumers only consider the higher initial cost of a self-cleaning oven — about \$150. But they should look at it from the point of view of the oven being in use for 10 years or more. This averages out to roughly \$15 a year," Mr. Stoller said.

Contact: Allan Surpin, Communications-Plus, 2279 Yonge St., Ste. 15, Toronto, Ontario. M4P 2C7.

FOR YOUR CARPET

Fresh Look is the most significant new product development in the Carpet Care market to date. It is the first vacuum helper designed to maintain the clean fresh brightness of carpeting on a continuing basis. It works with the vacuum to improve the vacuuming process by increasing the amount of dirt picked up, and by retarding resoiling.

Fresh Look is easy, convenient, and safe to use. Simply spray it on — it dries in 1/4 the time of ordinary rug shampoos (about 15 minutes) — and vacuum. Fresh Look catches the dirt and the vacuum picks it up. A residual coating provides on-going protection against resoiling which is gradually reduced by subsequent vacuumings.

Use on almost all types of rugs and carpets, including the new kitchen and indoor/outdoor types.

Use every month on the whole carpet to keep it fresh and bright in appearance. The Fresh Look formulation is quick drying (approx. 1/4 the drying time of rug cleaners) to accommodate fast convenient use with the vacuuming process.

The easy one step application is made from the 20 ounce aerosol can available for \$2.09. Incidentally, this can contains no freon propellants.

For further information contact; R. L. Steinman, Assistant Product Manager, S. C. Johnson and Son, Ltd., Brantford, Ontario.

SUMMER FUN FOR HOME ECONOMICS STUDENT

Janice Warren, 4th year Family Studies, University of Alberta, tells the joy of relating to Home Economics through summer employment

Can you use your summers to grow in home economics skills? There is something to be gained no matter where you are!

My summer 1976 was spent in Fort Edmonton, Edmonton, Alberta, as an "interpreter". It was my job to talk to people, to make their visit to the Fort interesting, and to watch the artifacts to see that no one was light fingered.

How did that make me a better Home Ec'er? Well, it helped me in many ways. I learned to speak to large crowds with ease, I learned to gauge the level of an audience, to judge just how much information the visitors could take and where their interest level dropped off. I also learned patience because the people interested in the history of textiles or historic buildings will draw on your knowledge, sometimes to a point of exasperation.

In spare hours and rainy days we worked with crafts and arts which were applicable to the era. Have you ever wanted to bead your clothing, tan leathers, quilt, crochet or knit or do some tatting, candlemaking, soap making, or cook a staff supper over a fireplace? Well, I had all these experiences this summer.



Janice "at work"

To satisfy the baker in me — there was a "Clerk's Kitchen" where bread was baked twice daily in a clay baking oven. We all took a turn. Our inventiveness in styles and types of goods baked under historical conditions had no limits. You can imagine the challenge of elaborating on the wonders of the historical room I was baking in, while up to my neck in dough.

Can a Home Ec'er learn from this experience? The answer is yes. In addition to gaining experience in one's own area of specialization,

one can take the opportunity to practice other skills, like language skills. A situation such as the one at Fort Edmonton provides an opportunity to converse in German, Spanish, Japanese, Chinese, or any number of other languages.

What more can I say? A job is exactly what you make it. Fort Edmonton is not only an exciting and educational place to visit, but it provided me with a pleasant and challenging summer job opportunity. There was, indeed, something to be gained from that summer job.

Macdonald — Stewart Building, Macdonald College Ste. Anne de Bellevue, Quebec

On Saturday, October 16, 1976, a special cornerstone ceremony was held to mark the beginning of the Macdonald-Stewart Building.

The new Macdonald-Stewart Building will be a major focus in the re-development of the Macdonald College, which will consolidate and modernize facilities for the Faculty of Agriculture and its School of Food Science. The Building is to be opened in the Fall of 1977.

Nova Scotia Home Economics Association Fiftieth Anniversary

In October 1976, the Nova Scotia Home Economics Association held its Golden Anniversary. The N.S.H.E.A. has sent the Anniversary Issue of the Newsletter to the editors of C.H.E.A. Journal. From this splendid issue we have taken the following:

"There were originally twenty-three women who met to form this organization. They became the chartered members and 19 are still alive. There have been twenty-seven Presidents — most having served a two-year term. The first President (1926-28), Helen Macdougall, represented Nova Scotia in Winnipeg in 1939, when home economists met to form the C.H.E.A., and the N.S.H.E.A. immediately started paying \$1.00 per member to the National Organization.

N.S.H.E.A. has hosted two national conventions, one in 1946 in Digby and in 1972 in Halifax.

Four Jubilee Awards were presented to students graduating in Home Economics from the four Colleges and Universities in Nova Scotia at the 1976 Convocations. Also each of the two branches of the N.S.H.E.A. — Halifax, Dartmouth and Cape Breton — offer regularly separate scholarships to deserving students in the respective areas."

The Newsletter contains several very interesting articles on the history of the organization and also on the plans and hopes for the next fifty years.

Congratulations to the Nova Scotia Home Economics Association and also to the editor of the Newsletter — Clara Jefferson!

Conventions in the future

1978 — Calgary, Alberta

1979 — St. John's, Newfoundland

1980 — Saskatoon — Sask.

NEW BOOKS

Fremes R. and Sabry^Z. — *Nutriscore* — Toronto: Methuen (Two Continents, pp. 261, 1976) Hardcover — \$12.95 or Paperback — \$6.95

This chatty, simply written, eye-catching nutrition book is destined to be a best seller. The complementary talents of the authors have enabled them to produce a colorful book containing common sense advice about a variety of complex nutrition issues.

There are certain characteristics of the book that will be appealing to the public. Basic to the whole book is a Nutriscore Rate-Yourself Plan, which many individuals would enjoy completing. The specific and courageous (yet not outrageous) comments the authors make about some very controversial topics, add spice and originality of thought to the book. Personal vignettes scattered throughout most chapters and chapter summaries entitled "Remember" will serve to engage the reader's attention. In the appendices, the nutrient charts and the glossary of chemicals commonly added to foods are attractive and informative supplements to the book. Finally, readers will enjoy the consistent practical advice that is given in association with the scientific data about nutrients, food products and eating habits.

Although some hard-core nutrition scientists might find the self-rating Nutriscore Plan repugnant, there is a real need for this type of gimmick to capture public interest. What the authors have attempted to do is give consumers a reading on their general food intake as well as their nutrient intake. Foods are grouped into 8 areas (A through H). Individuals are asked to record the number of servings of various foods they eat in one week. Each food is then multiplied by a factor (which reflects the amount of certain nutrients in a particular food) and a total rating is obtained for separate areas. Readers are directed to compare their rating for each area with the desirable rating indicated. Many readers could find this method of scoring their diet very confusing at first. If not well-motivated, they might give up. On the other hand, tenacious souls could be rewarded for their efforts.

Reference is continually made throughout the book to the Nutriscore Plan as the major nutrients, their food sources and their role in the body are discussed. To help readers relate the value of each area, it would have

been helpful to have a summary chart listing all the areas, the major foods they represent and the key nutrients within each group. Readers might then be able to understand, more clearly, the rationale behind the rating system and, consequently, the strengths and weaknesses of their own eating habits. They might also be motivated to try out the rating plan.

Since an enormous amount of information has been covered in only 214 pages, some topics are dealt with far more thoroughly than others. The best chapters are those on Dieting and the Calorie Makers (Fats, carbohydrates and proteins) and the specific nutrients. The chapters on nutrition during the life cycle are far too brief. The Nutrition Sense and Nonsense chapters are, at times, rambly and repetitive. Nevertheless, the detailed information about food products in supermarkets and restaurants is very helpful for the unknowing consumer. The chapter on Nutrition in the Drugstore is a good beginning, but certainly didn't go far enough in increasing public awareness of the interrelationships of foods and drugs. The overriding strength of all chapters is the down-to-earth and realistic practical advice that accompanies the drier, basic nutrition information.

There are some (but not very many) specific points in the book which could cause readers to be perplexed or mislead. For example, the sentence, "A baby on a formula lacking these essential fatty acids might experience the appearance of an exematous rash all over the body" (p. 39) might leave mothers wondering whether baby formulas are all right to use. In another instance, the authors mentioned how wise our parents were in giving a spoonful of cod liver oil during the winter months when green and yellow vegetables weren't plentiful (p. 90). Some readers might not think about that point too carefully in terms of today's food supply, then proceed to give their children cod liver oil. A final example concerns a chart comparing the nutrients in boiled and french-fried potatoes in which *only* calories, fat and starch are listed. It is not really a very informative chart. By the way, readers will be mislead by the spelling on Wieners. It is consistently misspelled as weiners.

In spite of its minor weaknesses, *Nutriscore* is an exciting, informal and informative book which many people, including all health professionals will enjoy immensely. "Think before we eat" (p. 156) is a phrase which aptly describes the every-present message in the book. Who could argue with that?

Reviewed by: Linda Beardall, Nutritionist, Borough of Etobicoke, Community Health Department.

Try This on for Size, by A. Harvey, M. Michaud & V. Lefebvre
Edited by Dr. Edith Down, Copp-Clark Publishing, Toronto, 1976
Price: \$7.95, cloth edition, 341 pages

This new text, "Try This on for Size" in the Copp-Clark Family Studies series has been written by Ann Harvey, Margaret Michaud, Verna Lefebvre and edited by Dr. Edith Down of the Faculty of Education, Department of Secondary Education, University of Alberta.

The approach of the book is refreshing with some methods of motivation quite different from the usual textual approaches. Because of the dif-

fering unique approaches, universality is achieved, making the book useful for classes at different learning levels. The precise diagrams add clarity for the beginning student and provide teachers with an alternative view and novel methods of presenting information to students.

I particularly liked the attraction this book would have for both male and female students. In keeping with a stress by environmentalists to-day, the section on "Recycling Clothing" was an ideal choice. A major concern that the depth of information was missing from this text was stressed by many colleagues.

Chapter 8 describing different ways people learn may help the self-motivated student to analyse his/her own personal achievements.

The book may be too broad in scope for detailed learning; however, as a general reference text, a classroom set of this book would be an asset to any "Family Studies Course" library.

Reviewed by Gail Hagon, Bickford Park High School, Toronto.

Consumer Education in Practice, by E. Fetterman and C. Klamkin. J. Wiley & Sons Inc.: New York, 1976: 257 pages: Price: \$11.75 cloth, \$7.50 paper.

"Consumer Education in Practice" by Fetterman and Klamkin introduces many areas of concern to consumers. The information is clearly provided, but more examples and illustrations would improve the value of this book to the classroom student. The vocabulary is easy to read making it a good introductory reference for grades 9 and 10 in a high school program. Missing from this book are end of chapter summaries or questions to stimulate student thought processes. Photographs, tables and flow charts have been omitted; thus, the book lacks "student-appeal". For this book to be useful in an Ontario school, a Canadian edition would be essential. However, for the layman this book has factual information which may encourage him/her to consider the facts more carefully before purchasing.

Reviewed by Family Studies Staff Bickford Park High School, Toronto.

The Law Is Not for Women, by Marvin A. Zuker and June Callwood. Pitman Publishing, Toronto, 1976: Pp. 168; price \$5.95.

This little handbook is a very comprehensive treatment of current laws, national and provincial, which are sex-discriminatory. The authors cite points of the law which militate against the rights of women, but note also where men and children are discriminated against. The contents include comments on legislation pertaining to marriage, parenthood, sex, abortion, separation, desertion, divorce, employment, welfare, credit, citizenship, arrest, insanity, and old-age. Included also are sources of information available for women in need of help or in need of information.

I think the authors have done a commendable job of reducing legal jargon to a level of language that can be understood by the majority of women in our country. They have made the prevailing conditions more

understandable by interpreting points of law through examples of their application in concrete circumstances. Their comments on the behavior of law-enforcing persons and the warnings and advice they issue to women who come in contact with them are helpful.

This book contains information that every Canadian woman should have. Because it is a comprehensive approach to the present situation and because it is simply written it is an excellent source of factual information regarding the legal status of women. It just might be the stimulus that is needed to make the majority of women in Canada support the efforts of the few active women who are working to effect change in legislation. Legislation, I know, is not the whole solution to the problem of discrimination, but good legislation would be a help to set the stage for improvement of present conditions which degrade and dehumanize women.

In the introduction the authors state that International Women's Year was a failure. I find myself disagreeing with this statement. I believe that the biggest challenge and task with regard to justice for women is to effect a change of attitude. To make women aware and interested, to make them see the areas where discrimination and injustice occur, and to provide them with motivation to do something about problems is the first step in bringing about improved conditions. My judgment is that the apathy of the majority of women which was prevalent before International Women's Year was detrimental to the cause of women. I believe that there is an attitude change, as a result of the activities of International Women's Year. I believe there has been a change in awareness that is the first step in effective action. Solidarity among women is necessary in order to achieve appreciable change — otherwise the causes are not taken seriously. There is still room for improvement in understanding and awareness, and I thank this little handbook is a good tool for the achievement of this purpose.

Reviewed by Sister Irene Burge, Ph.D., Assistant Professor of Home Economics, University of Prince Edward Island.

Nutrition and Aging, edited by Myron Winick. Wiley-Interscience Publication, Toronto; 1976, Pp. 208

Nutrition and Aging is really a volume of eleven current papers by various authors that the editor has organized into three parts.

The three chapters that make up part one, "Experimental Models of Aging", discuss the characteristics and processes of aging and how nutrition may influence lifespan. Data are presented from two sources: studies done in tissue cultures and studies done in animals. These studies leave the reader with many questions such as: do studies in vitro have any relevance to aging in vivo or are the changes the direct effect of aging and nutrition or secondary effects due to aging in other tissues and systems?

The second part entitled "Aging in Normal Human Populations" starts with a chapter on the effects of aging on the physiological and metabolic functioning of the various organ systems. Another chapter examines some of the metabolic basis for the protein and amino acid needs of the elderly.

At present, the protein recommendations for older people is based on the extrapolation of data from studies in healthy young adults. The data suggests that older people may have different nutrient needs; at the same time areas for additional research are considered. A separate chapter is devoted to the nutrient intake in the elderly and the factors that contribute to dietary inadequacy based on an investigation in Tennessee by E. Neige Todhunter.

Part three, "Nutrition-Related Diseases of Old Age", deals with common nutrition-related diseases only. These include: osteoporosis, periodontal disease, the role of fibre, obesity and atherosclerosis.

In summary, *Nutrition and Aging* does not attempt to cover all of the relationships between nutrition and aging; however, it does "examine the basic questions concerned with nutrition during earlier life and how it affects aging, and, conversely, how the process of aging effects nutritional requirements". Its implications for nutrition education — both prevention and treatment, new approaches to feeding the elderly and further research are great.

The references at the end of each chapter will assist those wishing to read more extensively on a particular topic.

This book is an excellent resource, particularly for dietitians, nutritionists and other health professionals working with the aged.

Reviewed by Ms. Helen Brown, Consultant, Nutrition, Ontario Ministry of Health.

HOW TO BRING UP A CHILD WITHOUT SPENDING A FORTUNE

By: Lee Edwards Benning

Publisher: Doubleday & Company Incorporated Garden City, New York

1976

Price: Paper Back \$2.25

Page: 317

Not since Dr. Spock have we seen such a practical handbook for tips in raising children. Ms. Benning has taken a very contemporary outlook at bringing up children by exploring the financial point of view.

Her down-to-earth approach combining good sense and humour steers you through thousands of large and small "buy/nobuy" decisions faced in the 18 years of child's development. With the aid of chart and detailed lists, she shows you the best way to shop for a baby layette, toddler rubber pants, childrens toys, safety gates, medications, dental care, recreation and numerous other things your child needs.

The author has come up with the sum of \$43,240.64 as the total expense of bringing up a child. Add to that your own work and your loss of earning power by staying at home and that little darling is worth \$233,640.64!

Reviewed by: Tommie Ryan, Chairman, Toronto Home Economics Association's Speakers Bureau

**From Garden to Table, by Joan Fielden and Stan Larke
McClelland & Stewart Limited, Toronto 1976 Pp 160
Price: hardcover — \$8.95; paperback — no price given**

"From Garden to Table" is an attractive handbook on growing and cooking vegetables.

On "Growing" the book is easy to follow and contains several practical suggestions. It should be useful for anyone who enjoys vegetable gardening. However, it is likely that the cost of the average vegetable patch, including plowing or rototilling, seeds, fertilizers, dusts and sprays, will run more than \$20. in some urban areas. It should also be noted that the addition of too much organic matter at any one time should be avoided. Too much will cause potatoes to rot, tomatoes to produce too much foliage and too few tomatoes which are slow to ripen. And why not plant melons, squash, etc. on the fence line? They are natural vines and do not always have to be planted in the centre of the garden. As a final comment, after mid-June, shallow cultivating or hoeing will help prevent the soil from drying out.

On "Cooking", general directions are given for different methods and include a short section on the preparation and blanching for freezing.

On "Grow and Cook", each vegetable in alphabetical order has a section on growing, basic instructions on preparation, methods of cooking and specific recipes. If you are looking for ways to dress up the ordinary vegetable for guests, this book is full of flavourful ideas. The novice cook will appreciate the explicit directions for basic preparation and cooking methods. Calorie counts are given for each vegetable but not the recipe. Line drawings illustrate each vegetable and some information on nutrition, use and storage is given.

"Final Touches" include sauces, salad dressings, mayonnaises, vegetable garnishes, nutrition chart and metric conversion chart. Perhaps the statement, "An excellent source of protein, beans are one of our most important vegetables" should be amended. Beans are not considered an "excellent" source of protein and it should be recognized that there is a difference in protein content between fresh and dried beans. It would also be helpful to the professional if the source or sources for the nutrition chart were given.

The book is suitable for students, the general public and home economists.

Reviewed by: R. Gomme, Assistant Director, Agricultural & Horticultural Societies Branch and Margaret Myer, Supervisor, Foods & Nutrition Section Home Economics Branch; both from Ministry of Agriculture & Food, Ontario



Home Economists like the Braun Kitchen Machine for versatility and compactness

The Braun mixer with its heavy-duty motor converts to five different appliances by simply slipping the attachments into the power unit. In seconds it becomes a blender, meat grinder, salad shredder/slicer, citrus juicer or coffee grinder. All full-size appliances but with the economy and storage benefits of only one motor.

As a food mixer it's unsurpassed. Powerful for tough mixing of fruit cake batter, yet gentle for your most delicate cream sauces and toppings. The heart of Braun's food preparation system is the 3-speed mixer, two mixing bowls, dough hook, beater-whisk and spatula. All designed for easy clean up.

Regardless of where your daily activities take you — test kitchen, school instruction, trade show demonstration, TV show or commercial production — there's a dependable Braun food preparation system to meet your needs.

Braun Electric Canada Ltd., 3269 American Drive, Mississauga, Ont. L4V 1B9

BRAUN

METRIC ISSUES...

A condensation of . . . Metric Update and Selling the Metric message . . . as presented at the C.H.E.A. Conference, July 1976.

The following 16 pages are stapled as a unit to enable you to conveniently remove for separate use.

Mark It Metric: Ida M. Hewett, Eaton's Product Research Bureau, Toronto

I'm really here to talk about size coding as applied to footwear and clothing. Many of us feel strongly on this subject. Why should women particularly, have to purchase clothing by an obscure coding system with meaningless numbers prefixed by equally meaningless words such as Junior, Misses, Half-sizes or Women's, while men can go into a store, state their neck and sleeve length and receive a shirt that will fit! Not only is coding on women's clothing unrelated, it's inconsistent. We all know the same size code, if made by different manufacturers, is more than likely not designed to fit the same bodies. I feel today we're all much too realistic to want to be fooled by some manufacturers — usually of higher-priced clothing — who insist on sizing garments down. For example pants that approximate what professionals would call a size 10 (about 25 waist and 35 hip) are frequently marked a 4 or 6.

Footwear manufacturers do not discriminate in this way, they mark footwear for both men and women in a size coding originally based on barleycorn. Do we want to perpetuate this foolishness? The present footwear sizing system provides an adequate fit — a code which one learns to remember and relate to but which also contains confusing overlaps.

The Mondopoint system is favoured and promoted by European academics, the Canadian Advisory Committee to I.S.O. (the International Standards Organization) and I.S.O. itself. It is not acceptable to the Canadian Retail Council for a good reason — it's too difficult to market and too difficult to remember. As measurements are in mm, each size is made up of five digits — three for the length and two for the width. With the limited choice of widths we consider this unnecessary. Under this system manufacturers would have a choice of 5 mm or 7.5 mm increments for grading sizes. Width coding does not remain proportionate as in present coding but advances with lengths, for example: —

Present	Mondopoint
7B	245/94
8B	255/98

We've heard recently that certain members of I.S.O. and indeed I.S.O. itself, are now having doubts about Mondopoint.

To present an alternative we developed a very simple system, perhaps too simple, using centimetres and retaining the alphabetical width coding. For purposes of identification we have called it Retco, coined from retailer and consumer. It seemed logical to suggest the same measure in footwear centimetres, as will be used in many textile products, such as sheets, curtains, drapes, floor coverings and hopefully, clothing. As the widths are limited, it seemed appropriate to us to retain the easy to remember alphabetical code.

We also suggest the so-called "between" sizes now expressed as half to be retained as half. While this fraction is acceptable, some metric purists would prefer to have these in-between sizes expressed by decimal points. In either case it would still allow for the present trade practice of making foot

wear that doesn't require a close fit, such as rubbers, in full sizes only. We further suggest that hosiery length be size coded as shoes.

Don't be alarmed if you've noticed over the whole range a few sizes disappear in the conversion. We have been assured by experts that it will not effect the fit. A consolation should be that conversion shouldn't put the price up.

Not to be outdone by Consumers and Retailers, the Shoe Manufacturers' Association of Canada have issued a "Draft Study Paper on Shoe Sizing Under Metric Conversion". There are really only two main differences between this system and our Retco. The first difference is that it is expressed in millimetres. The second difference is that for men and women, they express the same shoe dimension slightly differently. Both these points were discussed recently with the President of the Association, who agreed to consider them. This Association proposes the same 5 mm interval for children's shoes but anticipates doing some special research with pediatric and orthopedic groups.

Some years ago the Canada Standard Size Committee established body sizes by measuring several thousand children selected from a cross-section of the population. From this data many voluntary standards were developed to assist manufacturers' in producing garments to fit the standard bodies. The system has been quite successful to date. Presently these standards are being converted to metric. Again the only question is size coding — should children's garments be marked by the traditional 2, 3 3X, 4, 5 etc. or should a little girl's dress, for example, be marked fits chest 55 cm, hips 51 cm? I predict unless consumers groups demand a change the present size coding will remain.*

The main problem with metric conversion in men's clothing seems to be one of grading. Should the industry decide on a 4 cm increment on waist sizing for pants it will be necessary to manufacture more sizes for the range. This immediately increases the price. Should they decide on a one centimetre increment in men's dress shirt collars an additional size will be necessary to fit the present range of 14-1/2 to 17-1/2. But there is one thing we can be certain of, no matter what increment is decided on men's clothing sizes will indicate, in metric, the body measurements they were designed to fit.

Women's sizing and size coding are hard to separate. At the manufacturing level little or nothing has been done on conversion or even talked about. As the whole conversion program is voluntary it's a gloomy picture. The only anthropometric data available today comes from a study made in the U.S.A. about 1930. As the female subjects measured at that time ranged in age from 18 to 80, we can assume that most were born at the turn of the century. Opinion is divided as to whether this data is still valid today. My American counterparts feel it is not. Before U.S. conversion they would like a new study done using modern three-dimensional equipment for measuring. They are not optimistic that their government will budget for the money required at this time.

In New York recently, I spent some time with a very knowledgeable man who suggested consumers would be better served by two ranges only — one for the regular type figure and one for the small bust, larger hip figure.

Both ranges to run the whole gamut of sizes small through large and to include appropriate measurements for shorts and tall.

The concept of mass producing clothing was born and nurtured in United States. The fact that some of our manufacturers have U.S. ties which enable them to procure patterns and/or materials allows the consumer to purchase up-to-date styling at U.S. prices. As we are so closely allied it might be wise to adopt the same size marking as U.S. even if it means deferring the decision.

Concluding all this, I wish to impress on you that changing size coding is not really part of the metric conversion and therefore, will not have government persuasion. Consumers should take advantage of the side benefits of metric conversion and at least insist that in women's clothing the key measurement, of the body the garment is designed to fit, is clearly marked.

**Note: further comments on this topic in Mary Humphries talk*

How Metric Conversion Affects Textiles and Home Furnishings: Mary Humphries, Teaching Master, Textiles, Fashion Arts, Seneca College, Toronto

Not a great deal is new in the last year in metric conversion in textiles. Sector 7.1, Primary Textiles completed their guide to metric conversion for textiles a year ago. The target date has been put forward to sometime in 1978.

Most piece goods widths will be in cm, but narrow fabrics such as lace and other trimmings — less than 30 cm (about 12 inches) wide will be in mm. This led me to believe seam allowances would also be in mm; they may be in the apparel industry, but not for home sewing, if the convention now shown in the pattern industry, is continued cm and decimals thereof. For example, 5/8" seam allowance equivalent would be 1.5 cm.

Discussions among industry and retail representatives have set proposed bed or mattress sizes, and from these the sheet sizes to fit them. Sheets will probably be labelled with dimensions in cm only and the size of bed or mattress they will fit. Now that the United States is committed to metric conversion officially, it will be interesting to see how our primary textiles (sheet) manufacturers fare in their long-drawn-out struggle to get sheet sizes marked as hemmed length, not torn length. U.S. manufacturers mark torn length, before hemming — on a label — this can give the appearance of better value.

I would like to concentrate, not so much on "what's new" as on "what MIGHT or COULD be new" as we change to metric measurement in the area of clothing and textiles. That is to say, if a change is to be made to metric measurement, what extra benefits (I was about to say "mileage" can we get . . . of help to the consumers, or to strengthen the Canadian fabric and fashion industry and their merchandising, both here and abroad

One major possibility was covered by Ida Hewett:

To introduce realistic size identification for footwear and clothing, I'd dearly like to see such an informative change with metric — to note the

measurements in cm of critical dimensions of the *body* a garment is made to fit — regardless of the size identification customary for that article and manufacturer. If this were in the form of a sort of pictogram sketch of the body, the label would offer no language barrier either. Instead of saying "fits bust 90 cm", it could be shown on the sketch. I can't help adding that if those body sketches were worked out according to the measurement-related divisions proposed for women's Canada Standard sizes, we could take two firm (if not giant) steps in one, instead of stumbling into metric clothing sizes.

Besides a clothing and footwear size identification based on body measurement in cm, my suggestions for positive change along with metric conversion concern use and care guides for home laundering equipment and the Canada Standard Care Labelling system.

When Canada developed a symbol marking system for fabric and clothing care we introduced a drying symbol unique to Canada. Other symbols are quite close to those used elsewhere re washing, bleaching, pressing or dry cleaning. These symbol labels are understood immediately in any language, and as such, are an assist to Canadian products in international or export trade, except for the notations of °F temperatures; you may say, when F are converted to Celsius, we will be international. While it is not yet an official suggestion for CHEA, I would like to see us recommend omitting temperature notation altogether in directions for consumer use. How many homemakers know the difference between 120°F (50°C) and 160°F (70°C)? The symbol of a hand in the tub indicates the 100°F (40°C) water temperature comfortable for hand washing, and our present traffic-signal colour-coded system supplies the clue to medium or hot temperatures in washing.

With pressing or ironing, the use of °F or °C is particularly fuzzy to the consumer-user, since there would likely be quite a range of actual temperature readings for the same setting on irons even for the same maker, much less between makes, if one took that temperature accurately as with a thermocouple. Let's think of leaving out the degrees temperature in either our care label system or any instructions we give to do with home laundering or other renovation of fabric or clothing.

There is a subdivision in the Canada Standard system within the same colour code (amber) for use of an iron: to indicate low or medium. In some systems in other countries the three settings: low, medium and high of an iron are marked with dots; one, two or three as the temperature or setting is raised. I am next going to raise the possibility that Canada should consider joining most other countries which do use symbols, to make the labels black and white only, this difficulty of indicating iron setting could be got over in this way, and some such method could also be used to distinguish machine washing temperatures: warm and hot.

The suggestion, that Canada eventually settle for just black and white care label printing, seems inevitable if there is ever to be an international standard, since most other countries with symbol label systems are in black and white. This change would certainly be welcomed by our garment industry, who must now arrange for a three colour label which will withstand the method of care the article is to receive, if they are to give us this im-

mensely helpful guide (or are to fill orders for our large retailers who require such labelling). Labels made up in other countries are sometimes in black and white only, and although these do not conform to Canada Standard requirements, are a great help to the consumer buyer and user.

In re-thinking or re-writing use and care manuals for laundry equipment during metric conversion, the consensus among home economists seems to be that referring to laundry load capacity by weight is not meaningful. An American machine authority puts it thus: "since fabrics range in weight from heavy denims to lightweight delicates, weight is meaningless gauge for washer capacity . . . we recommend loading the washer by volume, placing unfolded clothes loosely in the tub. We recommend selecting the water level according to the volume of clothes in the washbasket. We believe this is a much more accurate way to judge the amount of clothes which can be properly washed, rather than by using the meaningless weight capacity."

Metric Conversion and the Manufacturing Industries; A. R. Chadsey, George Weston Limited, Toronto

Canada's four-phase metric conversion program calls for the implementation of metric plans and schedules to be substantially completed by the end of 1980. In line with this companies should now be moving into the third — or scheduling phase — of metric conversion which is expected to peak in 1977-1978. Of course not all of them are.

For example, in the food sector of Canadian manufacturing, although implementation of plans for the introduction of metric package sizes has moved well, there is some question about progress within the respective company organizations. This has to do with the fact that many companies (having complied with the requirements of the Consumer Packaging & Labelling Act effective March 1st of this year) now have metric conversion on a back burner with the flame turned low.

Like many Canadians, domestic food manufacturers see little reason to assign much priority to metric conversion. Without any benefits for this year's profit and loss statement, it lacks bait. And, being a voluntary program, it lacks prod.

There are other problems too. For the food industry generally, metric pioneering hasn't paid off in terms of wildly enthusiastic public acclaim and approval. The dry pet food people got delisted by a major food chain on a technicality and in a CAC post conversion appraisal, the sugar industry got seven brickbats and only one bouquet for their efforts.

How to go metric without getting clobbered is one of those "other problems". In this context Australian experience stresses the importance of providing reassurance to overcome consumer fears of being subjected to unfair practices by involving the public through effective communication. Easy to say — difficult to do. Especially when the media aren't really helping and retailers refuse to bear the brunt of this task. Moreover, Ottawa has dealt itself out of such in-fighting by announcing the METRIC COMMISSION information policy to be one of informing the informers — "t

ensure that all Canadians are informed, as opposed to informing all Canadians”.

So manufacturers, about to introduce metric sizes smaller than the conventional sizes they replace, appear to have a communications problem of some magnitude. Especially when “the price-per-ounce” of the new size is higher than before. Indeed, some retailers refuse to accept such items, except at the old price-per-ounce until manufacturers, through an effective and credible communications spokesman, take over the task of explaining to the public how it is that a 12% reduction in package content doesn’t necessarily result in a full 12% reduction in price.

Manufacturers will have a tough time convincing the public that it costs just as much to measure, fill and seal 1000 millilitres (or a litre) as it does to measure, fill and seal 1140 millilitres (or an Imperial quart). And that any price adjustment, therefore, should relate only to 140 millilitres of content and not the total product offering. The overall cost reduction, instead of being 12% is, maybe, 5% even though there is 12% less content in the package. So it’s a rip-off — right? But by whom? The manufacturer has processed less product without a matching drop in costs — which means less productivity. The retailer has processed a smaller sale — another drop in productivity. And the consumer pays, maybe, 5% less for 12% less product. How do you communicate that?

The fact is that it is probably long past the time when, despite official protestations to the contrary, people should be made more aware that there will be metric costs to the public just as there will be metric benefits to the public. Some — most of these costs may hardly be noticed because they’ll occur as a part of normal change and replacement programs. And, in that sense, it can be argued are not really metric costs. But others, like that highly visible 140 millilitres, will be used to sell newspapers and stir up storms which gives rise to a question.

How would you prefer industry handle metric price adjustments? By openly passing them along as a metric cost at the time they occur, or by pretending they don’t exist and, later, when the new metric size has been accepted, recouping them retroactively in the next price increase? One thing is sure, those costs will be recouped — one way or the other — and it’s the public who pays — or wins. Because it is also true that the pendulum swings the other way. When a product moves from 454 grams — or one pound — to the preferred 500 g size there is 10% more product content with the same measuring, filling and sealing operation. What’s lost in the reels may well be won in the rounds. And as a note of reassurance that this will, indeed, happen — with the Department of Consumer & Corporate Affairs — the Metric Commission — Sector 9.5 — the Consumer’s Association of Canada — the AIB and the media on guard — I can’t imagine that any manufacturers would be foolish enough to deliberately attempt chicanery. Of course there may be some who haven’t been paying attention and haven’t done their homework. Which means, there will likely be more metric introduction bloopers, more metric oversights, more violations of generally accepted metric ethics and more accusations that companies are using metric conversion as a smokescreen for price hikes.

Metrication and the Food Retailer: Frank Moran, Director of Metric Conversion, Steinberg's Limited, Montreal

For the retailer to convert to metric economically, he must do it in the shortest possible time; he must avoid significant capital expenditures; and he must keep his training and awareness effort to the minimum required to do the job. The retailer has little control over the rate of product conversion, which is determined at the manufacturer/supplier level. The voluntary aspect of conversion for the retailer applies mainly to his "voluntary" absorption of his own conversion costs.

One example of such conversion costs will be the movement, identification and control of dual inventories through his warehouses, his ordering and distribution systems, and his stores. With adequate advance notice, consultation, product identification, and overall planning of product introduction through his stores, he can maintain control of these costs. He cannot, however, make them disappear.

Conversion costs for the retailer are not offset by any real or early return on investment and we cannot, therefore, expect him to be in the vanguard of conversion, extolling the undoubted virtues of SI and Canada's metrication program.

In addition, metric conversion requires a substantial metric awareness and training effort, to help ease the transition for his people and for his customers. He cannot jump headlong into extensive and expensive advertising and training programs. Whatever metric information and training he provides for his people and his customers has to be just enough to do the job. Anything less leaves his staff and his customers vulnerable to errors that arise from ignorance. Anything more becomes a major expense that simply cannot be absorbed as part of his operating costs. Since his own people eventually become his customers' metric informers, it is here that he must put most of his metric awareness and training effort.

In the absence of a serious national "metric awareness" program, retailers have already shown their willingness to put good dollars and resources into their individual metrication programs. Some of the problems of proceeding alone is this manner: Inconsistency in presentation SI information and symbols, too much unnecessarily detailed information, and difficulties in coordinating his awareness program with the actual introduction of metric-sized products in his different areas of operation. Remember, no two stores run out of the old "imperial" size at the same time or even on the same day or week. So that the metric products and the accompanying introductory information must be in place in advance of their actual introduction.

Many have suggested that the retailer allow his Imperial stocks to clear out completely before re-stocking with metric sizes. Apart from the question of how to control such a procedure when there are several products converting simultaneously, does the customer really want to be inconvenienced by stockouts until the product has been replaced by a metric one? We don't think so. Far better to try to improve the conversion process so that it is smooth, orderly and satisfactorily explained, with no stockouts.

The retailer must maintain close liaison with suppliers before and during product conversion. Guideline dates should be viewed as a warning that a commodity group is to convert within a certain period of time. Actual introduction of metric sizes is determined by the retailer's suppliers, and will take into account: (a) existing stocks of Imperial sizes, (b) availability of product package or container, (c) degree of probable acceptance by the customer, (d) timing with other suppliers introduction of competing products. Item "a" raises the questions of dual inventories, of product freshness, and of confusion between the Imperial and metric sizes leading to possible inventory and pricing problems. For "d" both the supplier and the retailer must consider the effects of trying to sell a metric size of 500 grams which appears side by side with competing brands of the same product type in the 454 gram (1 lb) size. If the consumer decides not to buy the larger metric size while there are still available stocks of the previously satisfactory Imperial size in another brand, that supplier's metric leadership may cost him (and his retailers) money.

Metric Conversion And The Consumer: Marilyn Lister, Chairman, Metric Advisory Committee, Consumers' Association of Canada, Ottawa

It is CAC's contention that the Metric Commission has been industry oriented to the detriment of the consumer interest. The priorities of the Commission are not consumer education and information. We feel that well-developed programs for these two areas, consumer education and information, are the key to successful adoption of the metric system in Canada.

Generally people don't like to change and old habits die hard. Even though we may recognize our present system of measurement is faulty, we are used to it and accept it. The greatest problem is not in the system itself, but in the psychological difficulty of adjusting to something unfamiliar and different. As soon as an exercise such as metric conversion is embarked upon, many consumers immediately assume that whatever happens will be to their disadvantage. The great concern for and fear of the impending change results from one or more of the following: 1. ignorance of why the change is being made, how it will be implemented and how it will affect them, 2. unfamiliarity with the metric system and with relationships between familiar imperial quantities and the corresponding metric quantities, 3. lack of awareness of the benefits which can accrue, 4. apprehension that metric changes could be used to introduce price increases.

This last concern is a principal one. Confidence in the ability to judge value for money has been weakened by persisting inflation and there is wide-spread fear that metric conversion will add to people's present difficulties. Another real fear is about forced obsolescence of measuring devices and recipes used for home preparation of food.

It becomes very apparent that the prime goal of consumer education should be an attempt to dispel these fears by: emphasizing the simplicity of the metric system, providing reassurance, stimulating confidence and familiarity with the metric units, and keeping people informed as to what will be happening next. It is amazing to see the change in feeling in a group after

spending a short time introducing the metric system in these terms — a sense of relief is obvious.

CAC believes that industries and retailers want metric conversion to go smoothly — that the majority have no intention of “ripping-off” the public. It is important that industry and retailers tell the public this. Pricing policies during metric conversion should be clearly stated. The sugar industry’s public statement regarding the retention of the same per unit value in the new metric packages went a long way in instilling confidence in the change.

There were problems in the conversion to sugar. Since it was such a visible evidence of the move to metric, CAC monitored the conversion coast to coast. Results of monitoring this “guinea pig” were sent on to the industry and retail people attempting to clear up some of the problems in marketing the new metric sizes. Among the results were: 1. pricing errors at the retail level. When these were pointed out, retailers were willing to change the price, 2. rises of price of sugar during the implementation phase confused consumers as well as store personnel, 3. point-of-sale information to explain the concept of the kilogram was used in only a few stores.

The news that the Metric Commission, The Anti-Inflation Board and the Federal Department of Consumer and Corporate Affairs are looking into the establishment of a central source for consumers to lodge complaints has been welcomed by CAC.

The best deterrent to unjustified price increases is a watchful consumer but the consumer needs the tools to be watchful! Education in the metric units encountered in the supermarket is paramount — so is point-of-sale information. It is hoped that the Metric Commission will distribute in large quantities the pocket-sized metric pricing guides that were used so successfully in Australia.

We now have a long list of conversions which have taken place over the past 1-1/2 years: the change to Celsius temperatures, weather precipitation, toilet goods, sugar, soft drinks, ice cream, some biscuits and liquid detergent, candles, whipped toppings, pet food and snack foods.

It is through purchasing in retail stores that the public will become aware of goods measured in metric units. Consumers will likely adapt more easily to the use of the metric system in relation to food purchasing than in most other areas. The regularity of buying will afford repetitive practice in the use of metric measures and should aid in overall acceptance of the conversion.

CAC has been actively involved in the process of choosing metric sizes for many grocery products. We have participated in meetings with industries such as tea, syrups, spices, edible oils, bread and detergents. Did you know that powdered detergents will be sold by volume when the move to metric size is made?

CAC developed a conversion strategy for metric packaging that will best meet the needs of consumers. Called the “Consumer blueprint for metric packaging” it lists ten desirable goals among them being: 1. Manufacturers are urged to move to hard metric conversion where basic units are substituted for familiar sized packages, 2. It is preferable that a larger corresponding metric size be used where possible, 3. Metric packages should be

distinctive through the addition of the metric symbol or wording "new metric size".

Some future conversions which will affect consumer directly will be: gasoline sale, retail scales, yard goods (or will they be metregoods?) and highways. CAC is particularly concerned about the highway conversion. We have asked that the international road signs (a red circle enclosing black numerals on a white background) be used to make it clear to everyone that a change has been made. Safety hazards could exist in areas where a reduced speed zone of for example 30 mph becomes 50 km/h. Unless the sign is noticeably different, motorists may mistake it for a signal to increase speed.

It is our contention that except for a few cases the consumer does not need conversion devices in order to operate in a metric world. Many of the devices in the market today are complex and inaccurate. Conversion stickers for ranges, bathroom scales and auto speedometers will be necessary in order that those items do not become obsolete. We are disturbed to see the amount of inaccurate material on the market; conversion tables, cooking temperature charts, household measures, etc. It is important that the correct information reach all Canadians. There is a great need for reviews and abstracts which would indicate the value of metric material to consumers or the consumer media.

**Metric Measure and The Student Teacher: Edith Down, Co-ordinator,
Home Economics Education, Department of Secondary Education,
University of Alberta, Edmonton**

Two factors that could be emphasized in analyzing the rate of change to metric are: the evolving process and man's resistance.

At this stage in the evolving process of metrication, educators are faced with a bimeasural problem. Children are faced with adults in the home who will want to hold on to many of the old ways of measurement. In other words, the influence of the home will be a major factor in slowing down the process. Our media, newspapers carrying advertisements, and recipes, as well as television are not changing as fast as the student can learn the process in the school.

Some classroom teachers must be included among those who resist change. This can cause a serious lag. Besides, text books are being developed, but never fast enough for the need.

The above negations are standing in the way of educators and, as in the case of most evolutions, time will be the main factor in bringing about the desired change. Nevertheless, we have an important responsibility to encourage and bring about the process of metric development. Only when all teachers in the school system can manipulate the measure with ease, and when all students can do the same, can teacher educators release their hold on this particular learning.

Three ways to assist in bringing this about could include: Setting aside in a course in curriculum and instruction a two-day workshop, such as one used at the University of Alberta and in teacher workshops.

A second necessary step is to have the student teacher demonstrate the use of metric. This is particularly important in the development of the basic recipes. There is a movement in many schools to lessen the use of the demonstration. If the teacher cannot do it, the process will lag; if the student teacher can't do it — our cause is lost. In other words, I am saying the "learn by doing" theory cannot be ignored.

A third means is the use in the school of only metricated text books. Canada is producing its share slowly, but the teacher must leave college training equipped to handle metrication at a time when bi-measuralism is with us. The universities and colleges have an important and on going duty to send out to the schools new teachers that are adept at handling the metric in all its stages of development.

The Controversy: Kilocalorie vs. Kilojoule: M. J. Baigent, Associate Professor, Department of Nutrition and Food Science, University of Toronto

We are all familiar with the definition of the calorie, i.e. the amount of heat required to raise the temperature of 1g H_2O through 1 centigrade degree.

The joule is defined in terms of work i.e. the amount of work done when the point of application of a force of 1 Newton is displaced through a distance of 1 metre in the direction of the force. Since the calorie measures heat, and the joule measures work, what is the relationship between the two that permits us to exchange one for the other? Quantitatively, 1 calorie = 4.184 joules.

In support of the joule (or kilojoule), the essential argument for its adoption as the official SI unit for energy is that it can be used to express all forms of energy, i.e. mechanical, electrical, chemical and heat, and can thus replace numerous terms with one in keeping with the aim of SI. Further, it is not a new unit, and thus has an established use and definition. Thus if Canada is to adopt SI, it is illogical not to use the joule.

The argument has also been put that if the nutritional sciences elect to retain the calorie this will tend to isolate them from the fields of physics and chemistry which will presumably espouse the joule. In addition new scientists and nutritionists will have received their basic scientific training in terms of the joule, and will not know the calorie. I personally find this a weak point since advanced or specific knowledge is normally left to be taught during professional training. However, what is also important to consider is that the lay public will also have been taught only the joule and will have no opportunity to be instructed in the calorie — a unit which will thus be quite foreign to them.

The main argument put forward to retain the calorie is concerned with the conceptual problem in defining heat energy in terms of mass, force and

distance. We have from our own experience a "feel" for heat. Heat produced can be measured directly as heat. Since the energy released from food during metabolism and the energy produced by the body during exercise is predominantly heat energy, it is more "understandable" to express this in heat units.

There have been a number of concessions allowed in SI to retain a few non-SI units "for use in special fields". One non-SI unit allowed is the electron volt as a measure of energy. Some thus feel there is no reason to disallow the calorie since it has served the biological sciences so well.

Other writers feel there is just no satisfying rationale to make the joule the *sine qua non* for energy and to completely abolish the calorie. One suggestion is that a more constructive way of meeting the situation is to retain the calorie and to define it precisely, in terms of joules so that the two are easily interconvertible.

A second argument deals with the immediate, practical problems involved in process of conversion from one unit to another. Some feel the confusion and potential danger involved is enough to argue against the change. Essentially, the greatest problems foreseen involve: (1) the inconvenience of replacing or converting old tables of food composition, energy expenditures and requirements, (2) the cost of this replacement as well as the cost to industry of relabelling, (3) re-education of the lay public, and other health professionals, in the new unit, (4) potential errors which could be made as a result of confusion or poor understanding by the nutritionist, physician or patient/client in the conversion factor, (5) replacement nomenclature for such terms as low cal, calorie reduced caloric density, which are used not only in advertising and general use, but in legislation regulating food products.

This however, is a short term problem. Replacement of tables, and revision of publications is a once-only task, although we will still have to deal with obsolete terms in older literature. Errors in practical usage of the unit should disappear once conversion is completed and the calorie is dropped from use.

The time period to be allowed for conversion will be relatively lengthy; i.e. we will not have SI or the kJ thrust upon us and kcal snatched from view overnight. It has been recommended to the Metric Commission (by the Intersectoral Committee Working Group on Kilojoule Adoption) that there be soft conversion to the kJ over the next 4 years with final adoption of the kJ as the official unit for food and metabolic energy by January 1, 1980.

In practice, this means that starting now, we should begin in all new or revised publications and guidelines, reference material, books and labelling to place the kJ equivalent in parenthesis following the value of kcal. From there, we should move to the use of kJ with kcal in parenthesis, and finally, by January 1, 1980 to the use of kJ alone. Note that the elementary and secondary school systems are introducing SI and the kJ into curriculum now. By 1980, the kJ will be the accepted unit in the system.

Selling Metric: Randy Steepe, President, Metric Media Inc., Toronto

How have other countries coped with re-educating their citizens to "thinking Metric"? How have they also coped with the related problems involved with a change of this magnitude? How did educational Institutions get involved? How did Business react? What were the lessons learned?

International Findings:

(1) Formal education must lend in a Metric Conversion Program. Metric must be taught at the Kindergarten level and up to permit total assimilation of metric measurements without constant comparisons with Imperial measurements.

(2) The Business Community must cooperate with Government in making necessary metric changes as all industries are affected very rapidly.

(3) Government must set up a Metric Controlling Body with power to legislate change and provide direction to all sectors of the economy.

(4) The Business Community must develop aggressive metric-oriented material to inform the consumer.

(5) International research pointed out that there is a great advantage to cooperation between the Business Community and Educational Institutions in developing metric educational material together. The understanding of metric measurements proved much faster when what is learned in the classroom is emphasized again in the commercial environment.

Any Metric Program must have continuity. The metric information must flow among all groups of the population allowing for a natural reinforcement of this information through repetition; such as the daughter learning about metric cooking in the classroom and her mother baking, also in metric, at home.

Communicating Metric To Consumers; Bonnie Cornell, Food/Consumer Editor, Chatelaine Magazine, Toronto

I would like to make three points about communicating metric information to consumers. The points are really the basic principles of effective communication of any information but as with all basic principles they are too often overlooked and more to the point, they are the crux of success. Communications — metric in this case — must be credible; relevant; and reliable.

First credible. We have gone far enough down the metric road that most Canadians no longer believe that conversion will be as easy as people first suggested. I don't think we should overlook this point — cooking or any other aspect of metric conversion is easy for us — we will understand the conversion before communicating any information — but the receiver of your information is starting from point zero.

Relevancy. Clearly one basic need is to provide the consumer with tools required to first understand the new system of measurement — these include an explanation of the measurements themselves: kilograms to measure weight, litres to measure volume, as examples, and a description of the system's counting units. As well we must provide an explanation of the

relationship between metric units — how to go from grams to kilograms, as we now know for feet to yards. In other words, if we want to take away one system of measurement and replace it with another, we must provide all the basic information needed to thoroughly understand and use the new system. This information, is generally available now, and will continue to come on the market as promotional materials, consumer aids or in regular retail measurement goods such as rulers, tape measurements, cooking utensils.

However, this is not sufficient. Over time we have all developed visual concepts of our measurement systems. As you know, 1 cup will convert to 250 ml. But there are a couple of subtle differences here — it's not simply substituting one measure for another. First, a measuring cup is a common household item — tell someone a recipe calls for two cups of flour and in their mind's eye most people would visualize the flour sitting in a 2 cup measure — not 16 fluid ounces of flour which of course it is too. On the other hand, 500 ml flour brings no mental image. We have not simply gone from one unit of measure to another; we have gone from a measure which has a visual identification to a pure measure — similarly for teaspoons and tablespoons.

Secondly, there will be a change in the psychological appeal of recipes 1-3/4 cups of flour even with its fraction sounds better than 425 ml — the latter sounds like an awful lot of flour, similarly for 1000 ml water, 75 ml minced onion, 175 ml green pepper, 250 ml bread crumbs. Any marketer will tell you that low numbers have a more positive psychological appeal than higher ones. New metric recipes look bigger and off-putting. Not only have they lost those old familiar folksy words but they look and sound as if they are a scientific formula for feeding an army. Clearly, the title of the recipe must convey something appealing, and perhaps descriptions of the taste and the unique elements of the dish will become more important than ever. As you know, most experienced cooks can tell what a recipe will taste like just by reading it — or rather used to be able to tell what a recipe will taste like just by reading it. Now someone else will have to tell them until we all become familiar with the system.

Once the consumer learns the new system, its relationship with itself and with the old system, the next area of interest is its effect. In the case of consumers, concern for effect relates mainly to cost and convenience and here we move into an informational area as yet relatively uncharted. Attention must be given to the effects of metric very soon — because unanswered questions lead to confusion and discouragement which brings about a negative attitude towards the system itself. Metric conversion in the marketplace and in the kitchen will surely have an effect on the food budget. For example, metric recipes will generally make 10% more quantity than with the old system: this may be good news to food companies but what does it mean to the consumer — does she get one extra serving, does everyone eat slightly larger portions — how does this affect calorie counters? This is the kind of information people want to receive because it is relevant to their daily lives. In the case of meat buying for example, 500 grams of meat is about 1/10 more than a pound. Will a homemaker's weekly meat budget increase by 10%? The same is true of cheese and produce bought by weight, — do we all just buy 10% more — a nice break for Canada's farmers

... but think back to the time when food prices were escalating by not much more. Once we start thinking in terms of applied rather than theoretical metric information, more questions occur. Will drapes fall right to the floor or be slightly up or slightly brushing; will new parts fit old appliances; will fitted sheets fit a new mattress; how many glasses of milk in one litre? Thinking about such things is confusing — the confusion exists until someone supplies the answers — if no one does — it's simply more pleasant to try to put metric conversion out of the mind.

Your information must also be as simple as possible. I think we have all been guilty on occasion of over complicating our information. One reason is that instead of writing or preparing information for the consumer, we are really preparing it for our colleagues. This is often an unconscious habit but it leads to over-qualifying facts, and putting in more information than is necessary so that no associate could charge that we are irresponsible or worse — ignorant. If you are preparing information for the consumer — think only of the consumer.

You must clearly define who you are trying to talk to and then quite ruthlessly throw out all information that is not relevant to that group. A good little exercise — in printed materials anyway — is to prepare your materials and give them to a representative of the group you are trying to reach, perhaps an office worker. Ask them to read your work and tell you where they stopped reading. You can be sure that they stopped either when they got confused, or when they lost interest, and you can be equally sure a lot of other people will stop at the same place.

Finally, metric communications must be reliable. The system is new to most of us too and mistakes will be easy to make. At an already confusing time, when consumers want stability in the marketplace rather than change, errors simply add to the problem.

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LET'S BAKE TOGETHER

A metric program designed for Home Economics Family Studies, classrooms and useful for other professionals too. The kit contains a 32-page baking manual, tested metric recipes, wall charts on yeast and metric, a

metric mobile, cost comparisons, metric small and dry measures and an oven decal. The kit has been approved by the Metric Commission and is available for a small charge and/or package labels. For information and order forms, contact:

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CLOTHING: THE SILENT LANGUAGE

An introduction to the concept of clothing as part of the silent language or non-verbal cues, used in communication. Clothing may reflect the wearers' values and goals. It may also be used by both the wearer and the observer to communicate sexual identity, occupation, socio-economic status, group identity or political ideals. This 8 minute presentation examines the ways clothing cues have developed in the recent past. The changes in many of the more traditional cues, and the subsequent communication problems are discussed.

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TORONTO NUTRITION COMMITTEE PUBLICATIONS

The Toronto Nutrition Committee, a voluntary organization of persons engaged in various fields of nutrition education recently completed a project "Nutrition and the Market Place." Three publications resulting from this project are now available from the Committee at:

P.O. BOX 744
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1 FOOD: ECONOMICS AND POLITICS

A 13-page annotated bibliography of current literature on the topic.
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"CIRCLE THESE DATES"

June 20-23, 1977 Canadian Dietetic Association Conference, Skyline Hotel, Ottawa. "Energetics in Dietetics".

June 27-July 1, 1977 American Home Economics Conference, Boston, Mass.

June 26, 27, 1977 Canadian Home Economics Pre-Conference — Winnipeg.

June 27-30, 1977 Canadian Home Economics Association Conference — Winnipeg.

Submitted by the Institute of Dietetics and Nutrition, University of Montreal

PHYSIOLOGICAL EFFECTS OF CAFFEINE

M. Nadeau

1976

Review article. Bibliography furnished on request, 15 articles.

Caffeine, as a constituent of several food items, coffee, tea, chocolate, colas and medications, is a relatively frequent element of the North-American diet. The relatively recent discovery of the involvement of methylated xanthines, the chemical group to which caffeine belongs, in adenosine —3' —5' — monophosphate (cyclic AMP, cAMP) metabolism has aroused interest in the clarification of the physiological effects of caffeine. cAMP has been postulated to be the second messenger of hormone action, and thus responsible for carbohydrate and lipid metabolic homeostasis. Still, little is known with certainty of the physiological effects of caffeine and many research reports yield conflicting results.

In animal studies, caffeine has been found to either reduce or enhance food intake and body weight. Measurement of blood glucose, a parameter of food intake regulation, has shown that caffeine does not alter glycemia except in a particular health status such as pregnancy or obesity, in which the glucose tolerance is decreased.

Further, popular literature suggests that caffeine may produce hyperinsulinemia, ultimately provoking hypoglycemia. However, no increase in serum immunoreactive insulin levels has been found in coffee drinkers. It has been reported that plasma free fatty acid levels have been elevated following habitual caffeine consumption by man. This can be reversed by insulin administration. However, it seems that in subjects who regularly consumed coffee, the expected free fatty acid elevation is inhibited.

All these results tend to demonstrate the body adaptation to regular coffee ingestion, yet, the cost of this adaptation in subjects being simultaneously submitted to a growing number of stress agents is still unknown.

EVIDENCE THAT HISTIDINE IS AN ESSENTIAL AMINO ACID IN NORMAL AND CHRONICALLY UREMIC MAN

J. D. Kopple and M. E. Swenseid

1975

J. Clin. Invest., 55: 881-891

Although histidine is considered to be an essential amino acid for the human infant and several species of animals, studies have failed to establish a need for exogenous histidine in older children and normal adult human. Recently, it has been reported that histidine is an essential amino acid in adults suffering chronic renal failure. Considering this new finding and also that former studies on amino acid requirements were often of short duration, reassessment of the need for dietary histidine has been undertaken.

Four normal and three chronically uremic men were given a semi-synthetic diet containing 60 mg histidine provided by 40g of protein.

After 35 days, the histidine content of the diet was increased to 1,210 mg, keeping, however, the diet isonitrogenous.

All the subjects consuming the histidine deficient diet, normal men as well as uremic patients, showed a negative nitrogen balance after 30 days of treatment. Plasma and muscle histidine, and serum albumin were also lowered during the treatment. Hematologic signs of deficiency were included since hemoglobin is particularly rich in histidine. A decrease in hematocrit was effectively noted with a concomittant increase of serum iron. Clinical syndromes appeared in each of the subjects. A sense of fatigue and lack of energy were the first symptoms to appear followed by anorexia and nausea. Five of the subjects developed a skin lesion characterized by fine scales, dry skin . . . symptoms similar to those observed in infants fed an histidine deficient diet. All of the symptoms were reversed by the addition of histidine to the diet.

These observations indicate that histidine is an essential amino acid both in normal and uremic man. Short duration studies and a too high dietary histidine content explain why this fact has been overlooked in the past.

LE PETIT DÉJEUNER DES ENFANTS

F. Rolland et M. F. Rolland

1976

Cahiers de nutrition et de diététique, 11:35

This study analyses surveys, from 1966 to 1972, made in France on children's breakfasts, in order to compile their conclusions. There are but a few surveys. The aspects studied included the value of the breakfast, for example, the foods chosen and the time allotted. Also studied was the behaviour relating to breakfast such as the influence of the parents and family.

The main results from these analyses were the following. Children's breakfast in France is not a substantial meal. It usually consists of coffee, milk, with bread and butter or bread and jam. Time given for breakfast is very short, an average of ten minutes. The tendency of taking a lighter breakfast increases as children grow older. Children, either because of anxiety, getting up late or the habit of skipping breakfast do not recuperate this morning loss during the day. Family life, at least during school age, influences breakfast intake, and the children have a tendency to adopt the food behaviour of their parents and older brothers and sisters at breakfast time.

PSYCHOLOGICAL ASPECTS OF DIETARY CHANGE

G. W. Stuart

1976

Illinois Teacher of Home Economics, 19: 191

There is no easy way to make individuals, families and communities respond to advice nutritionists have to offer.

These professionals (nutritionists) continue to amass a rather advanced content of the specialty area (nutrition). On the other hand, psychological

and social aspects of dietary change should be given an important place in a program. These should be given at least an equal level of technical knowledge and professional skill in order to make nutrition education effective.

THE INDIVIDUAL AND THE THERAPEUTIC DIET

In contact with the patient, the professional tends to be concerned with the following aspects of our education, and in this order. First, the content of the nutrition message; second, the nutrition-behaviour and the actual carrying out of our advice by the patient based on information given and last, the interest in the person as a person.

The sequence of our priorities should be the reverse of that which it tends to be. First, importance should be attached to relating with and understanding the person as a person, followed by learning from his present food behaviour. And last, to introduce our new information so that it has meaning in the light of the first two considerations.

COMMUNITY PREVENTIVE AND PROMOTIVE ACTION

Principles applied to education of an individual can also be applied to a group and community. They are well explained.

The author concludes: The primary problem is not one of patient, individual, family, small group or community change so much as it is a change in our own professional knowledge, skills and styles.

TRASH TELLS A TALE. SCHOOL STUDIES OF FOOD WASTE AS A TOOL FOR NUTRITION EDUCATION

G. G. Harrison, M. C. Mapes and W. L. Rathje

1976

Illinois Teacher of Home Economics, 19: 298

Food waste is a major concern in the United States. Collected research data were used to evaluate and control the nature and extent of food waste in homes. Similar projects have also been undertaken in some schools. The aims of the study in schools were to make students conscious of food waste by their own learning experience so that it might not only offer a means of changing their attitudes but also their behaviour relating to food.

Learning experiences chosen were numerous and diversified, including surveys, interviews, videotapes, slides, etc. Besides being a tool for nutrition education, food waste studies offer an opportunity to integrate a number of different subject-matter areas plus the school food service program in the same project. For high school students the process of defining objectives, hypotheses and procedures, and ways of collecting data offer an opportunity for a real life introduction to research methods. On the other hand, authors caution that the privacy and anonymity of the samples either from schools or householders be assured for any educational project based on the concept of using refuse as a source of information.

A mini-teaching guide added to the article would be very useful to the teacher who would be interested in conducting such a project in school. Summaries of school projects already done are outlined briefly. The purpose and procedure used, results obtained and opinions reported are added to the article.

Happy Retirement

Margaret Smith, who has been on the masthead of the journal for many, many years now has retired as principal, Heydon Park Vocational School in Toronto. Margaret intends to travel, travel, travel now — and will still remain active in social associations. She's taken up photography as one new hobby. We wish her well in all her endeavours!

Congratulations

Familiar faces are being seen on national and local television these days. Watch for Ruth Fremes, Consumer Reporter on "W 5"; Bonnie Cornell "Money Magazine"; Mary McGrath on foods and nutrition for children "Uncle Bobby Show"; and for Lynn Munkley "Toronto Today" — all on Channel 9, Toronto.

Appointment



The University of Toronto, Faculty of Medicine, announced the appointment of Ms. Grace Batchelor as Coordinator of Continuing Education, Division of Community Health. In this position, Ms. Batchelor will have the responsibility for planning and carrying through the seminars and conferences organized by the Division of Community Health which includes the Departments of Health Administration, Preventive Medicine and Biostatistics and Behavioural Sciences.

Ms. Batchelor holds a B.Sc. in biophysics from McGill University and a Master of Health Services Administration from the University of Alberta. She was a Research Associate at McMaster University where she worked in the Department of Clinical Epidemiology and Biostatistics. Before coming to the University of Toronto, Ms. Batchelor worked as a health consultant with Systems Dimensions Limited, a computer company, where she carried out pilot projects of computer programs developed for the health care sector. Ms. Batchelor's duties began in June.

A Special Honor

Ruth Berry received the Stanton Award for Excellence in Teaching this year at the University of Manitoba. It was presented at the May convocation, and consisted of a citation and a cheque for \$800.00.

The other award Ruth received was a Canada Council Doctoral Fellowship for \$6500 to fund her research on the psychological determinants of bankruptcy. The research will be carried on this year in Winnipeg, and will involve setting up of a model program including financial counselling. Congratulations!

ANNOUNCEMENT

The Original Microwave Oven Kitchens is pleased to announce the appointment of Barb Holland, Home Economist, as our Cooking School Coordinator.

Barb is a graduate of the Family and Consumer Studies Program at Humber College in Toronto. Barb is a member of both the Toronto Home Economics Association and the Canadian Home Economics Association.

The Original Microwave Oven Kitchens, a microwave oven consulting firm, operates a microwave oven cooking school in Toronto, and as of January 12th, 1977 will have facilities in Vancouver, Edmonton, Calgary, Winnipeg, Ottawa and Montreal.

The Original Microwave Oven Kitchens also publishes a monthly newsletter "What's Cooking", and Barb will be involved in recipe development with regard to this publication.

Anyone interested in teaching microwave cooking in the above named cities, please contact



Barb Holland, Co-Ordinator
THE ORIGINAL MICROWAVE OVEN KITCHENS
24 Ronson Drive,
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M9W 1B4

To The CHEA Membership — Doris Badir, President

Have you begun to THINK METRIC? As the time draws closer when metric measurements will become a way of life for all of us, how do you shape up? If you have been reading your Journal carefully over the past year or two you will be well aware of some of the changes we have already experienced and some which are still to come. You will have collected a number of tools to help you "go metric" and you will have sent your recipe in for the Metric Cook Book.

But for those of you who haven't quite caught up with metric, this issue of your Journal (and a good review of the Journals of the past two years) will bring you right into step.

Let's get with it! The Canadian Home Economics Association has a Committee that is working hard to see to it that "going metric" works. As members, we should be prepared to prove it!

Go Metric by Thinking Metric.

HIGHLIGHTS OF THE XIIIth INTERNATIONAL FEDERATION FOR HOME ECONOMICS CONGRESS

July 14-19th, 1976 saw Ottawa welcome nearly 100 delegates as the I.F.H.E. Congress was held for the first time in Canada. Photo 1

Representatives from all continents gathered to discuss issues built around the theme: "Life, Not Just Survival — Home Economics and the Utilization of the World's Resources."

The Congress began on a light note Sunday evening with a Canadian Welcome Reception sponsored by the North American Home Economists in Business. It was a smash hit! The delegates were entertained afterwards with a concert by the Central Band of the Canadian Forces. Photo 2

Delegates were officially welcomed Monday morning, by the Congress Committee Chairman, Linda Steppenoff and Canadian government representatives. The President's Remarks were addressed to the Congress by Isabel Horne of Australia. Photo 3

In the keynote address, Marc Lalonde, Minister of federal Health and Welfare, predicted a trend toward more community control of social and health services. Mr. Lalonde noted that the major causes of illness and death in industrial societies result from the kind of lives we lead.

Visitors received a taste of Canada's past Monday afternoon with a trip to Upper Canada Village.

That evening, everyone enjoyed an outdoors barbecue at the Kemptville Agricultural College. Delegates mixed and mingled and even participated in some impromptu country dancing. Photos 4 and 5

The sessions each day focused on the growing dilemma of finding a balance between Man's needs and consumption patterns with the world's supply of resources. Photo 6

Twenty-six proposed resolutions dealing with everything from population and food pressures to forces destructive to family life, were culled by I.F.H.E. executive members from more than 100 resolutions proposed by discussion groups who met each afternoon of the conference. Photo 7

Louis Leprince-Ringuet, member of the French Academy, initiated the opening plenary session with an address on modern consumption patterns and human values. Joseph Ki-Zerbo, a member of the executive council of UNESCO spoke on conservation to bring man and his environment into balance. Frances Magrabi, member of the United States Family Economic Research Group, spoke on the need for changing priorities to reflect the new concerns of a conservor society.

Thursday evening, congress guests enjoyed the friendly atmosphere and warm hospitality of visits to private Canadian homes.

While the executive council met Friday morning, other delegates toured various industries, schools and government departments related to the varied fields of Home Economics.

Delegates from India, United states, United Kingdom and Australia compared notes on steaks at the experimental labs, Food Advisory Services, Agriculture Canada. Photo 8

At the banquet, Monica Tupay of Austria was announced as the new I.F.H.E. president. Photo 9

By the end of the week, new friendships had been formed with hopes of renewal at the 1980 Congress in the Philippines. Photo 10



4



5



7



8



9



10



INCLUDED IN THE HIGHLIGHTS OF THE XIIIth CONGRESS INTERNATIONAL FEDERATION FOR HOME ECONOMICS HELD IN OTTAWA JULY, 1976 WERE THE FOLLOWING ADDRESSES...

Monsieur Louis LEPRINCE RINGUET —
Savant — Membre de l'Academie Francaise

Presented at

XIIIth Congress

INTERNATIONAL FEDERATION FOR HOME ECONOMICS

Ottawa July 1976

CONSUMPTION

HUMAN VALUES AND NATURE'S ORDER: ARE THEY ON A COLLISION COURSE?

Since the end of the War, all Western countries, in America and Europe, countries in the Soviet sphere and Japan have been engaged in intensive development of scientific activity. Technology has followed suit. Such advances can be used for good or ill. A drug can effect a cure or cause death, depending on the dose. A very deep-rooted change may be seen to have taken place in Western countries as regards women's liberation: there is an extraordinary difference when one compares the lot of our French grandmothers with that of our daughters. Our grandmothers were enslaved by household tasks: they had to collect wood, keep the fire going for cooking and washing and to keep the house warm. They may have had to go to the well for water. It was daily slavery — although it did not prevent some of them from being happy. Nowadays a young housewife can look after her family by making use of refrigerating techniques, with deep-frozen food and refrigerators, operating on gas or electricity which require only a switch; even clothes and dishes can be washed by pressing a button, leaving programmed operations to take place without fuss. One of my daughters, who has five children of all ages, can look after her home and do all the housework, as well as having a part-time job which frees her.

In my opinion it is scientists and technologists who have brought about the great change in women's condition and their at least partial liberation, rather than feminist pressure groups.

In many developing regions, however, women are still forced to perform tiring, repetitive tasks. In many places throughout the world, women have to fetch water from several kilometres away. In such cases there can be no freedom: there is no chance of educating oneself, of having an

opinion about world events. Any development must clearly be aimed at offering equal opportunity of liberation, as far as this is possible.

There will be no return to former times. They are often seen as the good old days, but this is a totally false picture. People were subject to famine, disease, the hard tasks of winter and summer, which also formed people's character. Many died in epidemics of plague or cholera; children died, to such an extent that it is still a tradition in certain underdeveloped countries that one has to have six children, to ensure that one boy will reach the age of twenty. The world must not continue to develop in a way that offers the rich more and more amenities, while making the poor ever-increasingly dependent on them. It is gradually being discovered that the world is a single whole. It can be seen clearly from photographs taken from satellites, but advances in telecommunications also make us aware of it. Everything that happens at one end of the earth reacts on the other end. There is an increasing interconnection among all the planet's inhabitants, the overdeveloped and the underdeveloped. In future years we must not think of quantitative growth in industrialized countries, but of a growth in quality, which will enable these countries to show greater solidarity with those still awaiting development.

It is consequently vital — and the responsibility lies mainly with women, mothers, teachers — to give young people a sense of international solidarity in their early infancy. If our children could acquire a responsible, transactional mentality, confirming this solidarity through the tremendous power of television, radio, records, books, this would be a considerable step towards improving relations among men, and particularly towards a more balanced liberation of women. Women have a leading part to play in this movement. If they are persuaded of it, we must trust to their ardour and tenacity to perform this role, and provide one of the best factors in a greater sense of brotherhood among men.

Monsieur Louis LEPRINCE RINGUET

Savant-Membre de l'Académie Française
et de l'Académie des Sciences
Paris (France)

XIII Congrès

*DE LA FEDERATION INTERNATIONALE POUR L'ECONOMIE
FAMILIALE*

juillet 1976 à Ottawa

CONSOMMATION

LES VALEURS HUMAINES ET L'ORDRE DE LA NATURE SONT-ILS EN CONFLIT?

Depuis la fin de la guerre, tous les pays occidentaux, de l'Amérique, de l'Europe, les pays soviétiques, le Japon, ont développé intensément l'activité scientifique. Les techniques ont suivi. Elles peuvent servir pour le bien ou pour le mal. Un médicament peut provoquer la guérison ou la mort selon la dose employée. On peut affirmer qu'une évolution très profonde s'est effectuée dans les pays occidentaux pour la libération de la femme: quand

on compare le sort de nos grand-mères française à celui de nos filles, la différence est extraordinaire. Nos grand-mères étaient esclaves des tâches ménagères, il leur fallait chercher le bois, entretenir le feu pour la cuisine, les lessives, le chauffage, etc. éventuellement chercher l'eau au puits: c'était un esclavage quotidien, ce qui d'ailleurs n'empêchait pas certaines d'entre elles d'être heureuses. Actuellement une jeune femme peut entretenir sa famille grâce à la technique du froid, aux aliments congelés, aux réfrigérateurs, au gaz ou à l'électricité pour l'utilisation desquels il suffit d'un bouton; on lave même le linge, on nettoie la vaisselle en appuyant sur un bouton et en laissant les opérations programmées s'effectuer tranquillement. Une de mes filles qui a cinq enfants de tous âges peut s'occuper de son foyer et de toutes les tâches ménagères et effectuer un travail à mi-temps qui la libère.

A mon sens c'est beaucoup moins le MLF que l'ensemble des scientifiques et techniciens qui ont provoqué la grande mutation de la femme et sa libération au moins partielle.

En revanche dans beaucoup de régions en voie de développement, les femmes sont encore terriblement astreintes à des tâches dures et répétitives. Dans beaucoup d'endroits du globe certaines femmes vont chercher l'eau à plusieurs kilomètres. Il n'y a pas alors de liberté, il n'y a pas de possibilité de se cultiver, d'avoir son opinion sur les événements du monde. Il est évident que l'évolution doit se faire en égalisant dans toute la mesure du possible les possibilités de libération.

On ne reviendra pas aux temps d'autrefois. On ne les représente souvent comme des époques meilleures que la nôtre mais c'est une vision complètement fausse. On était pris par la famine, les maladies, les dures tâches d'hiver et d'été qui d'ailleurs formaient le caractère. On mourait très souvent d'épidémies, de peste ou de choléra on perdait ses enfants au point qu'actuellement encore une tradition, dans certains pays encore peu développés, exige que l'on ait six enfants pour qu'un garçon atteigne l'âge de vingt ans. Il ne faut pas que le monde continue à évoluer en donnant de plus en plus de facilités aux riches et en rendant les pauvres de plus en plus dépendants. On découvre progressivement que la terre est une. On le voit bien par les photographies prises à partir des satellites mais on le ressent également grâce au progrès des télécommunications et on constate que tout ce qui se passe à un bout de la terre réagit sur l'autre bout. De plus en plus il y a une interconnexion entre tous, entre les surdéveloppés et les moins développés. Dans les années qui viennent il ne faut pas concevoir une croissance en quantité dans les pays développés, il faut une croissance qualitative qui permette à ces pays de se solidariser davantage de ceux qui cherchent leur développement.

Aussi est-il indispensable et cela revient spécialement aux femmes, aux mères, aux éducatrices, de donner à la jeunesse dans la prime enfance, un sens de la solidarité internationale. Si nos enfants pouvaient acquérir une mentalité responsable et transnationale en vérifiant cette solidarité grâce à l'immense pouvoir de la télévision, de la radio, des disques, des livres, on ferait un progrès considérable pour une amélioration des relations entre les hommes et en particulier vers une libération plus équilibrée des femmes de notre planète. Les femmes ont un rôle éminent à jouer dans ce sens. Si elles

en sont convaincues on doit faire confiance à leur ardeur et à leur ténacité pour jouer ce rôle et pour être un des facteurs les meilleurs d'une plus grande fraternité entre les peuples.

Mr. Georg BORGSTROM —

Professor of Food Science and Human Nutrition
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Presented at

XIIIth Congress

INTERNATIONAL FEDERATION FOR HOME ECONOMICS

Ottawa July, 1976

FOOD PRODUCTION AND HUMAN NEEDS — A CRITICAL BALANCING ACT

The seventies has seen a series of crises erupting on the world scene: population, food, energy, economy and water. These phenomena are not one-time happenings, but the results of long term developments accelerating their course, and where the time span is continually shrinking. The supreme test the world is currently facing is not the hypothetical future billions but *the needs of those now living on Earth*, and of the one billion more which will be aboard our spaceship by the year 1986, of whom 85 percent will belong to the poor, hungry world.

In the overall perspective, the last twenty-five years is characterized by impressive achievements in agriculture, fisheries and technology. But, by and large, the masterful feats have been tactical. An overall strategy has been lacking, and we have been alienating ourselves from the stark realities of the globe. Mankind is lagging critically behind in food, education, housing, water provision, sewage facilities, etc. On almost all counts, we provide adequately for merely one-third of the present human family. Nonetheless, we seriously believe that we are going to perform the miracle of producing, in the brief span of some 25 years, twice as much food, water, energy, forest and mineral products than have been previously attained in all of man's history. Yet, even after such a herculean accomplishment, we would, due to the population growth, still be faced with the same unacceptable high proportion of starving, underfed and malnourished. The Hunger Gap can only be removed by a trebling of the current food production by year 2000, or a drastic realignment of the animal production of the affluent world.

Each year we place our hopes in the next harvest, hoping it will be good, but even if this is the case, this will not change the untenable situation that in this, the glorious Twentieth Century, the entire world is almost entirely dependent on the weather, has only a food buffer of 25-30 days, and, in effect, is only one or possibly two years from a universal food shortage.

Furthermore, we continue to mobilize the world's resources primarily for the benefit of the well-to-do. One-third of mankind consumes more than

two-thirds of the yield of agriculture and the oceans. World trade shows the imbalance. Since the 1950's, a protein empire has been created, based on the prevailing trade pattern, with Europe and Japan as chief beneficiaries — each receiving far more than China and India together. Annually Europe buys more plant protein for feed (grain, oilseeds, and oilseed cakes) than either Africa or India consumes as human food. The Soviet Union gained entrance into the luxury enclave in 1972 when it became the recipient of the largest delivery of food and feed ever in world history. Although some grain was shipped to the poor countries, the protein exchange between the hungry world and the satisfied world is in negative balance both as to quantity and quality.

The multimillion armies of destitute — homeless, penniless, jobless, landless — are critically short of food with poor health ensuing, and constitute a huge world with little hope. All those outside the market economy constitute ghosts in the closet, causing havoc in many regards. But as a rule they have no voice. Their numbers are growing dangerously while advanced technology is paving the way for development geared chiefly to making man superfluous. This explains why so much alleged "development" does little in removing unemployment. Also, we continue in the food field to base our programs on "effective demand", not recognizing true requirements. Far too many nutritionists are engaged in a foolish trimming of the minimal nutritive limits downward when, in effect, more attention should be given to filling optimum needs required for safeguarding health and sustaining productive work. We should stop asking how close we are to limits — and rather start asking how many hundreds of millions have already passed the limit and have been or are being pushed out into the wilderness.

Mankind is facing a situation truly unprecedented in history by adding more than one billion people in the next ten years, equivalent to a new Europe each sixth year, or, in less than three years as many as now live in the United States. Asia is adding a new Japan every second year. Brazil is presently increasing with more people per year than the Soviet Union, and Mexico with more than the United States. So is Nigeria with 80 million. Africa will surpass Europe by 275 million in the year 2000. The ongoing organization will, within ten years time, thoroughly reshape the very fabric of today's society and add to food costs exorbitant distribution burdens. The huge irrigation dams, some serving millions of acres, rarely come close to providing food for more than a few years growth of population. In man's long quest for food, more than half of the globe's forest acreage was lost, causing grave disturbances in the water and temperature balance over major areas. In this, the Irrigation Century, we have created five times more deserts through ecological abuse. In key countries 60% of the irrigated land is reportedly threatened by salt accumulation.

The key elements of a new global strategy must include the following: world-wide drastic measures must be taken immediately to slow down the population increase. The urbanization drive must be brought under control. Less than one-third of mankind can no longer be allowed to consume two-thirds to three-fourths of what world agriculture and fisheries yield. World trade with food and feed must be revamped according to new models. Food crops must gradually replace feed crops. Animal production must be tied to a system of waste recycling. Large scale efforts must be initiated to control

the losses and spoilage both before and after harvest, and to achieve a more rational utilization of especially milk, fish, oilseed and legume proteins. Rational contingency storage of staple foods for emergency situations needs to be organized. Less capital- and energy-demanding techniques in agriculture, fisheries, food processing and distribution must be introduced. Capital outtakes from the bank of Nature's resources in soils, water, forest, and minerals must be accounted for.

In analyzing limits and how close we are, there are four equally neuralgic points: (1) food utilization, (2) nutrition, (3) diseases, and (4) resources. They are all essential in formulating a food strategy operation within the given limits of mankind, designated by me the Hexagon of Survival. Ecology and Economy are the main balancing wheels. If all tilled land were used for the raising of food crops and diets were accordingly adjusted, all people would receive sufficient food, but this overlooks the dynamics. Within ten years there are one billion more which have to be measured against land, water, energy and fertilizers — in all areas of which serious limitations already prevail. A new strategy is called for.

Mrs. Mashin SAAD —
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Presented at
XIIIth Congress
INTERNATIONAL FEDERATION FOR HOME ECONOMICS
Ottawa July, 1976

THE POPULATION FACTOR

1. General Demographic situation. Population of World estimated to be in 1975 about 4 billion. The problem of population growth differs in various countries. Also the problem is reflected in distribution World-wide and in particular countries with regard to age distribution.
2. Problems of population growth are reflected in developing countries as a hazard to socio-economic development, lays a burden on limited resources which have to be channelled to meet essential services such as education, health etc. There are also problems of depletion of food resources and under-employment. Environmental problems face both developed and developing.
3. Family planning: An approach to help with regard to the population problem has been family planning. Family planning started as a voluntary movement propagating use of contraceptives.

Now it is recognized as a human right with many Governments all over the World either giving family planning services or supporting FP programmes.

In 1975 there are 120 voluntary family planning associations and 74 officially established Government Programs.

New trends in family planning have led to family planning in its wider context. Family planning volunteers have initiated legal reform for better status of women and motivated various categories of trained and professional personnel to be involved in delivery of services.

Sex education and family life education are considered very important and various approaches have been suggested.

4. Teenage pregnancies: The problem is either due to misconception about use of contraceptives amongst certain socio-economic groups in developed countries or due to cultures which advocate early marriage. i.e. Some Muslim communities in Asia and this prevails with regard to many developing nations. Risks for mother and child are high. Situation needs a flexible approach. While in developing countries the situation might change with changing attitudes in moral and ethical values, with more changes in education and legal reform to better the status of women.

In developed countries part of the solution would be to widen the scope of information on family life education, family planning etc.

5. The Role of Home Economists: Home economists are nearest to the family and can be agents in bringing an awareness of the population problems and advocates for better planned families everywhere.

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INTEGRATED RURAL DEVELOPMENT AND THE FAMILY

Among the critical issues facing the world today are those related to impending world food shortages, the imbalance of food supplies and population, and the continuing hunger and malnutrition among the people in the developing regions. A large majority of these people live and work in rural areas and depend on agriculture, fishing and forestry for a livelihood. It can also be said that they are among the poorest people on earth, comprising over 80 percent of the estimated 750 million poor of the developing world. This widespread rural poverty is one of the greatest obstacles to rural development which therefore by-passes millions of rural families, mostly the small-scale farmers, tenants and landless labourers.

It is well recognized by FAO along with the other specialized agencies, the World Bank and other international bodies that in previous development strategies there was a one-sided emphasis on economic growth and technical agricultural development whereas concerns for the rural family were often strictly of a welfare nature. This served to further aggravate the condition of the rural poor families and did little to bring them into the mainstream of development.

Recent integrated rural development approaches, conceived as a means of planning and executing changes in a rural system, not only seek to synchronize aspects of agricultural development and generate productive employment through non-agricultural development, but also aim to prepare rural families for active participation. On the other hand, any effort toward rural social development is more likely to benefit rural families in a context of vigorous growth of agriculture. The implications are that an effective rural development strategy is dependent upon proper timing, organization, national political commitment and most important of all, involvement of rural people at the local level.

The primary cultural unit in rural areas and a basic unit of production and consumption in subsistence agriculture, is the household or extended family group, which represents an important linkage with broader social and economic factors in the rural development process. Thus the potential for rural transformation begins in the family unit, where attitudes and patterns of behavior are formed, and where many important decisions are made which contribute to human development and human productivity.

It is well recognized that national resources need to be allocated at the local level for the benefit of families so they, in turn, can develop their potentialities to the fullest extent. A well organized family, one able to manage its farm, family and community resources for optimum productivity, is an asset to a nation's development.

Many professions, services and institutions serving the rural areas of developing countries are concerned with various aspects of the family, its advancement and its well-being. However, of the human service professions, home economics probably has the most fundamental contribution to make to rural families as new opportunities of growth and development become available to them. Home economists also serve as advocates representing the needs and interests of rural families when national plans and policies, having an impact on rural families, are formulated.

Further to this, as indicated in a recent FAO Expert Consultation: "home economics becomes a liberating force releasing female family members for other economically productive activities as well as for contributions to development planning and work related to farm, community, and nation". Thus a forward-looking, modern, adaptable home economics rural program also has a unique contribution to make to the effective integration of women in development as well as to the achievement of the overall goals of human and rural development.

Herr Professor Dr. W. LANDZETTLE —
Technische Hochschule
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Presented at

XIIIth Congress

INTERNATIONAL FEDERATION FOR HOME ECONOMICS

Ottawa July, 1976

HUMAN SETTLEMENTS OF THE FUTURE

1. It is not possible to provide a complete answer concerning the way in which man will live in the future. The level of civilization and the way of life of mankind differs so much.
2. The protective function assured by the habitation is however an essential factor in all cultures but the effects of movement and change are more psychological than physical.
3. The dwelling should be considered from the ideal of the desired home and not just the essential as an abode.
4. In considering if the influence on man of the visible image of his surroundings is significant, one realizes that this contributes in all ways to the well-being of the individual.
5. The tendency to evolve towards concentrated and close living is against nature. The want of foresight, the similarity, the uniformity, the non-consideration of the past has led to a suppression of nature and to a dehumanizing of dwellings and surroundings. This "dehumanizing" is affected when man, an integral part of nature, loses his true contact with that nature and so his true character.
6. If we agree with this reasoning, the industrialized nations would do well to consider how much of man's true relations have been rendered impossible in the course of progress.

The developing countries would do well to consider the inconveniences suffered by the human race in that progress.

This examination could be made by considering these tendencies contrary to the prevailing tendencies.

Some allusions to the proposal:

1. There must be certain basic standardization and uniformity in the ordering of the environment provided by a network of planned structure. At certain points variations should come into effect.
There should be allowance always for an opening out of the planning allowing for as much variety and freedom as possible.
2. Man would be able to grasp his identity with the dwelling and surroundings by participating.
3. As large a number of planners as possible should be involved to prevent the construction of the environment being in the hands of a few.

This would not exclude the utilization of the essential support emanating from the industrial producers.

4. The integration of nature in the apartment and the large home is unquestioned. In both there should be a relationship established with the sun, trees and climate.
 5. Each individual should be enabled to live relatively without tension in a world of strong demands and so should be able to choose freely according to his needs the polarity of his participation.
 - (a) In a withdrawal from society.
 - (b) A participation in society.
- Any attempt to equalize the needs of individuals does not take into account the dynamism of a society formed of individuals.
6. The dwelling and the surroundings cannot be perfect but should allow for freedom of change and of adaptation.
 - (a) Taking into account changes which occur.
 - (b) Enabling identification by participation in the environment and the dwelling place.

The habitation is the most important thing in man's life.

All living emanates from it and is centred around it.

Mrs. Frances MAGRABI — Plenary C
 Family Economics Research Group
 Consumer and Food Economics Institute
 Hyattsville, Maryland

*Presented at
 XIIIth Congress*

*INTERNATIONAL FEDERATION FOR HOME ECONOMICS
 Ottawa July, 1976*

PROSPECT FOR THE NEXT DECADE

The Home Economics profession stands as an interface between the family and the larger society. Thus the responsibilities of the home economist are those of a linker. On the one hand, the home economist develops new or more appropriate household technology and provides information and training to family members to help them to be more effective in their family and household responsibilities. On the other hand, home economists communicate information about the family's situation and needs to government planners, educational institutions, the scientific community, and to business and industry. How this linking role can best be performed will depend on the changes and pressures for change experienced by families in the next decade, changes and pressures both from within the family and upon the family from without. These pressures will give rise to new and increased needs by families for information, training, and new household technology.

Families in all countries will experience economic pressures due to limited supplies and changing prices of food, energy, housing, labor, and raw materials; and the related public policy pressures that urge families to change traditional practices, adopt family planning measures, conserve energy, materials, and other resources, and contribute their efforts to the development process. Some pressures experienced by families will come from within the families themselves as they press for change in order to better their condition or sometimes resist change, preferring the security of established patterns of the value of tradition and custom.

In addition to changing conditions in society at large, families themselves are changing and for this reason, also, have changing needs for information and training and needs for appropriate household technology. In many countries we see more fragmented households; often these are households in which one adult assumes all those family responsibilities usually shared by several adults — husband and wife and perhaps grandparents or other relatives. We see more single-person households — more elderly persons living alone or in institutions, more migrant workers separated from their families, and more young adults cut loose from family and community of origin. The roles of men and women are undergoing change, which may often mean that women assume part of the burden of income-earning while their household responsibilities decrease little. We also see a progressive transfer of some of the authority and responsibility of the family over its members to schools and other social or governmental agencies.

How home economists develop their linking role will differ among countries, depending on the particular conditions, trends, and pressures for change within the country. Home economists have, however, a common need for more scientific information and technology based on indigenous, family-oriented research; a common responsibility to provide families with the information, training, and household technology that families need in their changing situation, and to vigorously represent family stresses, concerns, and points of view to planners and policy makers; and a common mission to improve levels of living and family life.

Mrs. Frances MAGRABI —

Family Economics Research Group
Consumer and Food Economics Inst.
Hyattsville, Maryland

XIII^e Congrès

*DE LA FEDERATION INTERNATIONALE POUR L'ECONOMIE
FAMILIALE*

juillet 1976 à Ottawa

CHANGEMENT — PROSPECTIVES POUR LES DIX ANS A VENIR

L'économie familiale est une sorte de plaque tournante qui se situe au carrefour de la famille et d'une société élargie. Aussi la spécialiste en éco-

nomie familiale a-t-elle la responsabilité d'établir le lien entre ces deux éléments. D'une part la spécialiste en économie familiale met au point de nouvelles technologies ou des technologies qui correspondent mieux aux besoins familiaux, elle informe et éduque les membres de la famille afin de leur permettre d'assumer mieux leurs responsabilités. D'autre part les spécialistes en économie familiale transmettent aux responsables des gouvernements, aux Ministères de l'Education, aux hommes de science, et au monde des affaires et de l'industrie les informations sur la situation et les besoins des familles. De la façon dont ce rôle de liaison sera rempli vont dépendre les changements et les actions en faveur des changements qu'expérimenteront les familles dans les dix années à venir, changement et forces de changement, à la fois à l'intérieur de la famille et en dehors d'elle. Ces forces de changement feront naître dans les familles des besoins nouveaux et plus importants au niveau de l'information, de l'éducation et des technologies nouvelles qui permettent d'améliorer la vie familiale quotidienne.

Les familles dans tous les pays font l'expérience des contraintes économiques ayant pour cause des approvisionnements limités, l'instabilité des prix dans l'alimentation, l'énergie, le logement, le travail et les matières premières. L'expérience aussi des contraintes au nom de l'intérêt public qui incitent les familles à changer leurs habitudes, à prendre des mesures de planification familiale, à économiser l'énergie, les ressources matérielles et autres et à apporter leur contribution au processus de développement. Certaines pressions viennent des familles elles-mêmes lorsqu'elles essaient de changer pour améliorer leurs conditions de vie, ou quelquefois lorsqu'elles résistent au changement préférant la sécurité des modèles établis ou la valeur des traditions et des habitudes.

Non seulement les conditions de vie dans la société en général changent mais les familles elles-mêmes sont en train de changer et pour cette raison leurs besoins d'information, de formation et leurs besoins de technologie plus adaptées à la vie familiale se modifient aussi. Dans de nombreux pays nous voyons davantage de familles morcelées. Souvent un adulte assume seul toutes les responsabilités familiales, habituellement partagées par plusieurs adultes, mari et femme et peut-être grands-parents ou autres parents. Nous voyons davantage de ménages composés d'une seule personne, davantage de personnes âgées vivant seules ou dans des collectivités, davantage de travailleurs migrants loin de leur famille, et davantage de jeunes adultes séparés de leur famille et de leur milieu d'origine. Les rôles des hommes et des femmes se transforment, ce qui signifie souvent que les femmes assument une part des charges financières tandis que leurs responsabilités familiales diminuent un peu. Nous voyons aussi un transfert progressif de l'autorité et de la responsabilité de la famille vis-à-vis de ses membres vers les écoles et vers des organismes sociaux et gouvernementaux. Le développement du rôle de liaison des spécialistes en économie familiale sera différent suivant les pays, qui ont chacun des conditions particulières, des tendances et des forces de pression en faveur du changement particulières pour chaque pays. Les spécialistes en économie familiale ont cependant le besoin commun de davantage d'information scientifique et d'une technologie basée sur une recherche indigène, orientée vers la famille; une responsabilité commune pour procurer aux familles des informations, une éducation, et une technologie dont elles ont besoin dans une situation en évolution, et pour représenter avec vigueur les contraintes, les soucis et

les points de vue de la famille à ceux qui sont responsables de la politique et de la planification, et une mission commune qui est celle d'améliorer les niveaux de vie et en particulier au sein de la famille.

Prof. Beatrice PAOLUCCI —
Department of Family Ecology
Michigan State University
East Lansing, M1 48823 (United States)

Presented at
XIIIth Congress
INTERNATIONAL FEDERATION FOR HOME ECONOMICS
Ottawa, 1976

EVOLVING PHILOSOPHY AND CONTENT OF HOME ECONOMICS

Home Economics as a field of study and as a profession is concerned with improving the everyday life of humans. Its focus is on the interdependencies and interrelationships among the phenomena and processes in the physical, and social cultural environments that impinge on human development. Its approach is ecological — a continuous search for the harmonious adaptation of the mutually sustaining relationships that couple humans with their environments.

Because a single profession can bring knowledge to bear and impact choice and action on only a limited part of the ecosystem, home economists generally define their sphere of concern as the household (family) and that part of the immediate environment (house, neighborhood, community) that impinges directly upon household (family) members and is subject to management by them.

Underlying the Home Economics profession is the belief that the everyday life of humans can be improved and/or enhanced through the *practical application of science* to the problems and opportunities which are encountered at the household (family) level. The understanding and knowledge necessary for creating *particular* ways and expressions of living within the household (family) ecosystem is emerging from the little-understood art of the past into a more clearly defined, systematic practical science which aims at choice and action at the every day level. The practical sciences are pragmatic. They are pursued with a view toward achieving some excellence, or overcoming some defect, or making some improvement.

Knowledge in Home Economics can be efficiently and effectively structured around problems that occur at the point of transaction between household members and their environments. Identification of the "content" of home economics begins with the recognition of the relevant problem and then moves to identifying the essential concepts that lead to the solution of the problem. Fundamental to identification of household (family) problems is the analysis of household structure and function at a particular point in time and place. Emphasis would be on the development

of processes for assisting households (families) to decide upon essential needs and values, translate these into feasible goals, calculate resources necessary to achieve these goals, decide upon a procedure for carrying the goal to action.

The focus on the household (family) ecosystem involves developing research and education programs which demand an analysis of the everyday operations of a household (family) and the development of alternative ways to improve living conditions and maintain viable environments. It proceeds by considering how the processes of managing (deciding and acting) are utilized in attaining essential values while meeting the essential needs of the household (family): food, clothing, shelter, nurturance, affection and socialization.

Dr. Aurora G. CORPUZ —

Dean, College of Home Economics
University of the Philippines
Philippines

Presented at

XIIIth Congress

INTERNATIONAL FEDERATION FOR HOME ECONOMICS
Ottawa July, 1976

THE CHALLENGE TO HOME ECONOMICS

As a Force for Change in the Community, Nation and World

The Congress' concern for "Life, not just Survival," is sustained in a straightforward manner in the preceding plenary sessions. Life is not a genuine alternative to mere survival unless we are concerned with its human quality.

This morning we think and talk about change. We know some of the dimensions of this change. It is common talk that the world has shrunk into a "global village"; perhaps we should also realize that this shrinking of the world has been accompanied by an expansion of the individual person's world. We are more and more conscious of the human community.

As a force for change, Home Economics need not represent a movement for the complete transformation of everything. We ought to visualize Home Economics as discharging the necessary role of strengthening or reinforcing what we are accepting as permanent values, while simultaneously supporting change in favor of new values. It should be clear that if Home Economics is to be a force in a time and in a world of change, it is inconceivable that it will itself remain intact and unchanged.

The discussions in the preceding sessions of this Congress directed our attention to new areas of human concern that have not been central to Home Economics as a discipline and as a profession. Among these are population and demography, energy, pollution and ecology.

If Home Economics is to be a medium through which we might respond to these new concerns, we must accommodate or reflect them in our studies, teaching, and professional practice. Actually, these new concerns derived from, or imply, the strong contemporary orientation towards an old-concern — humanism. This concern for humanism is favorable for Home Economics. The home is the cradle for humanism, for it is here that are first developed the roots of human sentiment and feeling: compassion and benevolence, and then the bases of social order and notions of justice and community. If this simple proposition is accepted, it will follow that Home Economics must be deliberately oriented now and into the future to the home and the quality of life in the family.

We must therefore begin by reviewing the operations of an average school or college of Home Economics. This school would usually have three programs: instruction, research and extension or community service work. Moreover, it would have basic departments, say food and nutrition; clothing; child development and family life; and Home Economics education. A review might be made of the operations of the school through its three programs and in its departments, to identify those which most directly relate to the home and family life.

I suggest that the subject of the physical, intellectual, and social development of the child, the field of family life, food and diet, food preparation and the delivery of nutritional services to poor families be the core of Home Economics, to the end that every student in the school be required to take them, and home economists continually increase our knowledge of them, and just as consistently broaden the range of applications of this knowledge to community life and national policy. The value to be served by this, is the strengthening or solidarity of the family.

While there is a distinct and recognized Home Economics discipline or profession, we teach or practice it in different environments. The values we hold may therefore vary, or our immediate concerns may differ in different societies and an important area of difference is in the value placed on family solidarity.

I now come to the question of the challenge of our discipline as a force for change. I have referred to the differences in the cultural and national environments within which we work, which will preclude a common answer. We can only inform each other about our respective answers, hopefully during this Congress, but just as properly afterwards. It is also necessary to consider Home Economics as a force for the change(s) we want to effect. While we can romanticize our goals, we must always be realistic about our resources. Obviously, Home Economics cannot do this alone. We can only make contributions, perhaps minor, along with the contributions of other disciplines, institutions, and governments in this direction. The problem is still a complex one, and would require the pooling of efforts with other participant agencies or organizations.

We cannot be very effective if we operate independently, although we must always explore the many opportunities where Home Economics might take initiative actions. We will find ourselves more and more called upon to participate in inter-disciplinary programs in the universities, and in inter-agency activities in the community or nation.

In closing, let me admit that I have only raised issues for consideration, and not advanced easy answers relative to my assigned topic. However, I venture to say that as with our shared concern for the human quality of life, we believe that this is not an academic or philosophical or ideological problem, for to us improving the quality of life means nothing except improvement in the lives of actual, not imaginary, human beings in real families and homes.

Miss Emmy HOOKHAM —
UNESCO — PARIS (France)

Presented at
XIIIth Congress
INTERNATIONAL FEDERATION FOR HOME ECONOMICS
Ottawa July, 1976

MODIFICATION OF FORMAL AND INFORMAL EDUCATION

This paper deals with some major factors affecting change in education in general and in particular with the implication of these changes for programme planning in home economics education.

For many years, the educational systems have been accused of too much inertia. Today the situation has changed completely. The educational world as a whole has more or less embarked on the path of reform. In many cases, these reforms take the form of a total, if not revolutionary renewal of the national educational system as a whole. In other cases, the intention is to adapt the existing system to changes in the economic, social and cultural environment as harmoniously as possible, on the basis of scientific data and carefully evaluated pedagogical experience. In almost all cases, the style of the reform reflects the political evolution of the country in question. Some countries have set up consultative bodies, such as education councils or committees of experts, composed of representatives of the different political, educational, cultural and economic circles concerned, for the purpose of advising the government on these reforms.

Modification of structure and content in home economics education is a component part of all educational change. It will have to take place within the framework of the overall educational system so as to gain the necessary force for full impact. The paper, therefore, attempts to examine some crucial aspects of the modification process as it relates to home economics education: (1) some major current change forces in society; (2) change and accumulation of new professional knowledge; (3) effectiveness of the delivery system of home economics education; and (4) the problem of formulating strategies for effective change. These aspects of home economics programme development are all interrelated and interdependent and parts of an organic system. Effectiveness and ultimate impact depend on how well we understand these aspects.

AMENDMENTS—CANADIAN HOME ECONOMICS ASSOCIATION BY-LAWS

Ministerial approval, dated September 17, 1976 from the Corporations Branch, Consumer and Corporate Affairs, received for the following amendments to the By-Laws of the Canadian Home Economics Association which were discussed at the Board of Directors' meeting July 13, 1976, and approved at the Annual Meeting, July 15, 1976, in Toronto:

1. BY-LAW III ACTIVE MEMBERS

- Delete — 2. An individual who has been an active member for at least three years may become a Life Member subject to the approval of the Board of Directors.
- Amend to — 2. An individual who has had continuous active membership for at least ten years immediately prior to applying for life membership may become a life member subject to the approval of the Board of Directors.

2. BY-LAW V(i) STUDENT MEMBERS

- Delete — (a) a person enrolled in an undergraduate program at any Canadian university, faculty, college, school or department which is eligible to send voting delegates to the A.C.H.E.S. convention.
- Amend to — (a) a person enrolled in a *full-time* undergraduate program at any Canadian university, faculty, college, school or department which is eligible to send voting delegates to the A.C.H.E.S. convention.
- Delete — (b) a person who is an active member and pursuing full-time study.
- Delete — (c) a person who is eligible for active membership and pursuing full-time study.

3. By LAW V (ii) RESERVE MEMBERS

- Delete — Reserve membership may be granted to those individuals who qualify as active or associate members and who are now (a) retired; (b) not presently employed.
- Amend to — Reserve membership may be granted on application to the Board of Directors to those who qualify as active or associate members, and who are now:
- (a) graduate students enrolled in full time post graduate study in home economics or a related field for a minimum of six months of the membership year May 1 — April 30.
 - (b) home economists employed on an average of less than 10 hours per week.
 - (c) retired.

4. BY LAW VII RESIGNATION AND REINSTATEMENT

Delete paragraph 2

Any member whose dues are delinquent for one year shall forfeit membership. To be re-admitted to the Association, such member shall submit a new application.

5. BY-LAW XIX FINANCE

Delete — 1. (a) Annual dues shall become payable the 1st day of May each year and shall be deemed to be in arrears the 1st day of August next following.

Amend to — 1. (a) Annual dues shall become payable the 1st day of May each year. Any member whose dues are unpaid at September 30 shall forfeit membership. To be re-admitted to the Association such member shall submit a new application.

MEMBERSHIP FEES

May we remind our members that the following membership fees are due May 1, 1977 as passed at the Annual Meeting, July 15, 1976:

Active and Associate\$50.00

Reserve (Active and Associate)..... 25.00

1977 Graduates from Canadian Universities..... 25.00
(for the year of graduation)

Undergraduates (full-time students) 15.00

If you are a member of C.H.E.A. you will receive a fees folder prior to May 1, 1977.

Obituary

Dorothy Shantz

A funeral service was held for Dorothy M. Shantz, executive dietitian of V.S. Services Ltd., who died in July.

Her last major project was planning menus and special diets for all athletes competing in the Olympic Games at Montreal. For V.S. Services, a food company, she outlined the menus for about 8,000 meals a day.

She graduated from the University of Toronto in household science in 1933 and worked as a dietitian at Eaton's, for the Toronto department of health and for Robin Hood Flour before joining V.S. Services in 1952.

She was the first woman president of the Toronto and district branch of the Canadian Restaurant Association and was president of the Canadian Restaurant Association Foundation which distributes scholarships. She was also a past president of the Canadian Dietetic Association and a member of the American Dietetic Association.

CORRECTION!

The gremlins were at work in the October issue . . . on Page 33 in reference to the recipe for ORANGE-HONEY COOKIES, 625 ml = 2 1/2 cups flour, not '1/2 cups flour' as stated . . . sorry about that!

TAKE NOTE!

"TAKE STOCK . . . TAKE ACTION"

- C.H.E.A. Conference 77 — June 27-30
Holiday Inn, Winnipeg, Manitoba

Come early for the Continuing Education Institute, "The Home Economist as a Change Agent?" June 26 and 27, planned by the Faculty of Home Economics in the University of Manitoba's Centennial year.

CANADIAN HOME ECONOMICS ASSOCIATION
Occupations C.H.E.A. Members by Province — October 31, 1976

Province	B	D	E	G	H	N	R	S	SW	T	U	X	O	(1)	(2)	(3)	Total
British Columbia	20	1		7	9		21	5		68	6	15	10	22	4		188
Alberta	26	5	43	16	11	3	86	3	2	65	20	20	11	12	8	14	345
Saskatchewan	8	4	4	3	6		4		1	15	6	9	2	9	1		72
Manitoba	7	4	11	13	2	1	6	3	1	23	20	13	2	19	9	9	143
Ontario	110	24	30	45	20	6	66	5	5	184	39	78	34	94	19	22	781
Quebec	18	3	1	3	3	2	3	2		25	18	6	3	3	1	1	92
New Brunswick	4	2	4	3	3		3	3		16	9	7	2	3	1		60
Nova Scotia	4	2	2	6	3	1	9	2		19	10	7	3	14	1	1	84
Prince Edward Island			1	1		1	2			4	6	1		1			17
Newfoundland	1	1		1		2	1			2			2	1			11
Yukon and Northwest Terr.			1	1			1			5							8
Outside Canada	9		1		2	1	6			3	6	2	2		5		37
	207	46	98	99	59	17.208	23	9	429	140	158	71	178	49	47	1838	

C.H.E.A. National Office,
November 2, 1976.

Code:

B	Business	R	Reserve (Not employed)	O	Other
D	Dietitian	S	Supervisor (Education)	(1)	1976 Graduates
E	Extension	SW	Social Worker	(2)	Graduate Students
G	Government	T	Teacher	(3)	Undergraduates
H	Homemaker	U	University		
B	Nutritionist	X	Retired		

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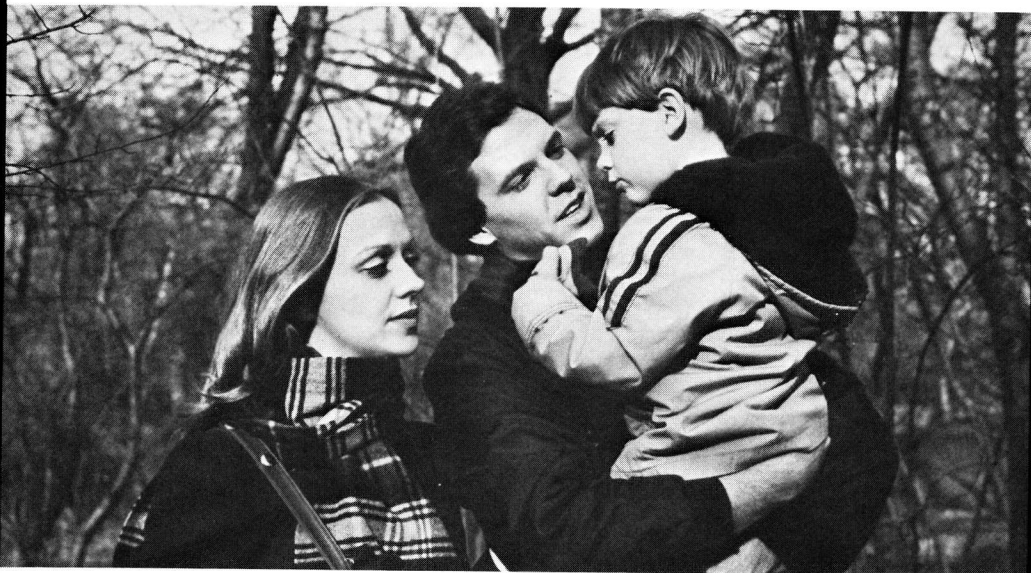
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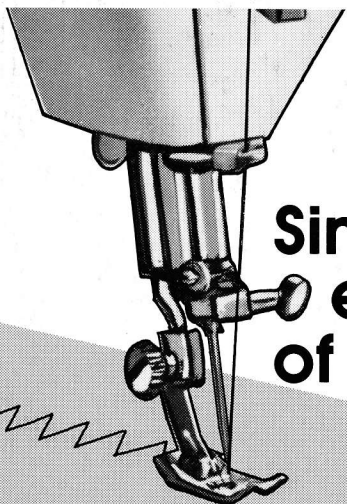
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